

OCTOBER 5-11, 1952

VOL 4 NO 5 SUPPLEMENT B

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Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(5)

ABC - 2:30pmEST-end of game; DEBUT; Professional Football Games; from WENR-TV (Chi) to 7 sta (not WJZ-TV, New York); Sponsor - Standard Oil Co of Indiana thru McCann-Erickson($\frac{1}{2}$ of each game); eleven home football games of the Chicago Bears and the Chicago Cardinals will be televised, with Harold "Red" Grange, describing the action.

ABC - 6:45-7pm; DEBUT; Walter Winchell; from WJZ-TV (New York) to 17 sta & 8 kine; Sponsor - Gruen Watch Co thru McCann-Erickson; Prod - Betty Forsling; Dir - Charles Dubin; Winchell appears in TV version of his radio program.

ABC - 7:30-8pm; RETURN; The Hot Seat; from WJZ-TV(NY) to the net; Sustaining; Pkgr - Stuart Scheftel; Prod - Scheftel, in assn with ABC-TV; Dir - Robert Doyle; Assoc Prod - Rocky Wall; Stuart Scheftel is moderator and questioner & together with co-questioner, he has as guests top figures in the news who are given the opportunity to refute criticism levelled at them and to explain how and why they have become figures of public controversy; was last seen on the network in July.

CBS - 7:30-8pm (one out of four Sundays); RETURN; Jack Benny Show; from KNXT (Ewood) to 38 sta & 16 kine; Sponsor - Amer Tobacco Co(Lucky Strike) thru BBD&O; Prod - Ralph Levy & Hilliard Marks; Dir - Ralph Levy; Music Dir - Mahlon Merrick; Writers - Sam Perrin, George Balzer, Milt Josefsberg & John Tackaberry; Anncr - Don Wilson; Jack Benny's comedy program will be seen once a month, rotating with This Is Show Business, which has the same sponsor; members of Benny's company include Mary Livingstone, Bob Crosby, Eddie "Rochester" Anderson, Don Wilson, and the Sportsmen Quartet.

DuM - TIME CHANGES; NY Times Youth Forum, formerly seen 5-6pm, will now be seen from 6-7pm; The Week in Religion, formerly 6-7pm, now 5-6pm; This Is The Life, formerly Tue 10-10:30pm, moved to Fri 8-8:30pm Oct 3; Meet the Boss, formerly 10:30-11pm Tue, now 10-10:30pm same day.

NBC - 5:30-6pm(one out of four Sundays); RETURN; Here's To Your Health; from WNBT(NY) to the net; Sustaining; Prod - Richard W Clemmer; Dir - Robert Priaulx; presented under the seal of the Medical Society of the County of NY, documentary health series returns; first program will be "Tuberculosis: A History of Hope". Dr Lester L Coleman supervises the series.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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THIS WEEK(Cont'd)

Sun(5)

NBC - 7:30-8pm; DEBUT; Doc Corkle; from WNBT(ON FILM) to the net; Sponsor - Reynolds Metals thru Russel M Seeds; Pkgr-Prod - Russel M Seeds Agcy; Produced on film by Key Productions at Eagle-Lion Studios, Hollywood; Prod-Dir - Lou Place; Prod Superv - Fenton Coe; Writers - Alan Lipscott, Devery Freeman & Bob Fisher; Eddie Mayehoff stars with Billie Burke, Arnold Stang, Hope Emerson, Connie Marshall, Chester Conklin and Arthur Q Bryan; new situation comedy series is about a neighborhood dentist beset by financial troubles and a highly individualistic wacky family.

Mon(6)

CBS - 1:30-2pm M-F; NEW TIME; Garry Moore Show; from WCBS-TV(NY) to 43sta & 17 kine; Sponsors - Participations; Prod.- Herb Sanford; Dir - Clarence Schimmel; daily variety program was formerly one hour, 1:30-2:30pm.

CBS - 2-2:30pm Mon, Wed, Fri; DEBUT; Double or Nothing; from WCBS-TV(NY) to 31 sta & 6 kine; Sponsor - Campbell Soup Co thru Ward Wheelock; Pkgr-Prod - Walt Framer; Dir - Mervyn Framer; Bert Parks is MC on television version of popular radio quiz program.

NBC - 9-9:30pm; DEBUT; Hollywood Opening Night; from KNBH(Hwood) to 22 sta & 10 kine; Sponsor - Pearson Pharmacal(Ennds) thru Harry B Cohen; Prod-Dir - William Corrigan NBC; Assoc Dir - Marilyn Evans; Story Ed - Boris Sagal; Scenic Designer - Spencer Davies; Costumes - Kate Lawson; Musical Dir - Fred Albeck; original dramatic programs, originating in Hollywood, will have top film names in starring roles; replacing Lights Out for sponsor.

Tue(7)

CBS - 2-2:30pm Tue & Thu; DEBUT; Everywhere I Go; from WCBS-TV(NY) to the net; Sustaining; Prod - Irving Gitlin; Dir - Lloyd Gross; Writer-Reporter - Charles Romine; Reporter - David Moore; Story Ed - Merrill Heatter; Dan Seymour stars in new series which is a human interest-variety show; special effects will be used as a basic pattern of the new program.

NBC - 8-9pm(one out of four Tuesdays); DEBUT; Buick Circus Hour; from WNBT(NY) to 47 sta & 8 kine; Sponsor - General Motors(Buick Div) thru Kudner; Prod-Dir - John C Wilson; TV Dir - Frank Burns, Kudner; Music Dir - Victor Young; Sets - Stewart Cheney; Costumes - Frank Thompson; Writers - Anita Loos and Jerry Seelen; Joe E Brown, Dolores Gray and John Raitt star in musical show to be presented every four weeks; story of a famous old circus clown who adopted an infant girl he found on his doorstep about 20 years ago, and he, together with the owner of the circus, is anxious to keep the young lady out of show business.

NBC - 10:30-10:45pm; DEBUT; Embassy Club; from WNBT(NY) to the net; Sponsor - P Lorillard(~~Embassy~~ Cigarettes) thru Lennen & Mitchell; Prod - George Zachary; Dir - H Horton; Bob Elliott & Ray Goulding return in new weekly series which will feature Florian Zabach, violinist, and Audrey Meadows, Broadway musical comedy star; production credits are tentative; Writer-Jack Roche.

NBC - 11:15pm-midnight; HIGHLIGHT; Veiled Prophet Ball; from KSD-TV(St Louis) to the net(except WNBT); Sustaining; Prod-Dir - Keith Gunther KSD-TV; Frank Eschen will be the commentator and Mrs Marjorie Wilton, St Louis fashion authority, will describe the colorful event which opens the St Louis social season.

Page 1

1. The first part of the report deals with the general situation in the country. It is noted that the economy is showing signs of recovery, but that inflation remains a serious problem. The government has implemented various measures to control inflation, but these have had limited success. It is recommended that the government continue to pursue a prudent fiscal and monetary policy.

Page 2

2. The second part of the report discusses the social and political situation. There is a growing awareness of social issues among the population, and there is a demand for greater social justice. The political situation is stable, but there are concerns about the quality of governance and the need for political reforms.

3. The third part of the report deals with the education system. There is a shortage of qualified teachers, and the quality of education is uneven. It is recommended that the government invest more in education, particularly in teacher training and infrastructure development.

4. The fourth part of the report discusses the health care system. There is a shortage of health care workers, and the quality of care is poor. It is recommended that the government increase its investment in health care, particularly in the training of health care workers and the development of primary health care services.

Page 3

5. The fifth part of the report deals with the environment. There is increasing concern about environmental degradation and pollution. It is recommended that the government implement stricter environmental regulations and invest in environmental protection measures.

6. The sixth part of the report discusses the foreign relations of the country. The country has maintained good relations with its major trading partners, but there are concerns about the impact of international trade on the domestic economy. It is recommended that the government continue to diversify its trade partners and improve its trade policies.

7. The seventh part of the report deals with the labor market. There is a shortage of skilled labor, and there is a need for labor market reforms. It is recommended that the government invest in vocational training and improve the labor market institutions.

8. The eighth part of the report discusses the overall outlook for the country. The economy is expected to continue to grow, but there are risks from inflation and unemployment. It is recommended that the government continue to pursue a balanced and sustainable development strategy.

Wed(8)

NBC - 8:30-9pm alt weeks; DEBUT; Scott Music Hall; from WNBT(NY) to the net; Sponsor - Scott Paper Co thru J Walter Thompson; Prod - Harry Herman; Dir - Buzz Kulik; Writer - Charles Spaulding & others; Musical Dir - Carl Hoff; Choreography - Herbert Ross; Stager - Burt Shevelove; Patti Page, Frank Fontaine and Mary Ellen Terry will be regular members of new half-hour musical revue; Patti Page was seen on Music Hall, sponsored by Lever Bros during the summer on CBS-TV.

Thu(9)

ABC - 9-10pm Mon, 8-9pm Wed, 8-8:30pm Thu; 8:30-9:30pm Fri & 8-9pm Sun; DEBUT; All Star News; from various sta to the net; Sustaining; Managing Editor - Louis Ruppel; Asst Eds - John Denson & Bill Stapleton; new program will introduce new concepts in the presentation of all facets of the days televised news events and feature highlights.

CBS - 8-8:30pm; NEW TIME; The George Burns and Gracie Allen Show; from WCBS-TV (ON FILM) to 24 sta & 34 spots; Sponsor - Carnation Co thru Erwin, Wasey and B F Goodrich thru BBD&O (alternate weeks); Prod-Dir - Ralph Levy; program had been seen alternate weeks only, under the sponsorship of Carnation since October, 1950.

Sat(11)

CBS - 7-7:30pm; LAST SHOW; Stork Club; from WCBS-TV(NY) to the net; Sustaining; Prod - Sally Dawson; Dir - Rai Purdy; with Sherman Billingsley as host, program's format had been changed to include variety performers.

LAST WEEK'S NETWORK CHANGES

ABC - A Date With Judy; LAST SHOW Oct 2; Thu 8-8:30pm; from WJZ-TV to 9 sta & 34 kine; Sponsor - American Chicle(Clorets) thru Dancer-Fitzgerald-Sample; Pkgr - Ted Ashley; program returned to the network on July 10.

DuM - Dark of the Night; DEBUT Oct 3; Fri 8:30-9pm; Sustaining; Conceived by James L Caddigan, DuM; Prod-Dir - Frank Bunetta; Asst Dir - R N Simpson; Writer - George Lowther; new program will accent the mental problems of the characters involved, using locations such as New York ferries, museums, old-world sections and outlying farmlands.

NETWORK SPONSOR ACTIVITY

SERUTAN CO(Serutan & Geritol) thru Franklin Bruck, has contracted to renew its sponsorship of Life Begins at Eighty(DuM Fri 9-9:30pm) for three years.

TIDEWATER OIL thru Lennen & Mitchell has renewed Broadway to Hollywood(DuM Thu 8:30-9pm) for thirteen weeks.

PHILIP MORRIS CO has appointed Cecil & Presbrey to handle Marlboro Cigarettes, replacing the Biow Co, which continues as agency for Morris' Philip Morris & Dunhill Cigarette accounts.

ANHEUSER-BUSCH(Budweiser Beer) thru D'Arcy, has purchased Headlines on Parade, 15-minute weekly documentary news film program for 42 markets on a spot basis.

STANDARD OIL CO OF CALIFORNIA thru BBD&O has purchased a half-hour series, Standard Hour, telecast on six western TV stations starting Oct 1. The program is seen in Los Angeles, San Francisco, Salt Lake City, Phoenix, Seattle and San Diego.

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NETWORK SPONSOR ACTIVITY(Cont'd)

LEVER BROS has appointed Hewitt, Ogilvy, Benson & Mather as ad agency for Rinso, and Foote, Cone & Belding as agency for Spry, both appointments effective January 2, 1953. Present agency for both accounts is Ruthrauff & Ryan.

LOCAL STATION ACTIVITY

WABD(Ch 5) - The Weather Girl; DEBUT Sept 29; Mon thru Fri 6:15-6:20pm; Janet Tyler dressed to match her weather forecasting, is new five-times-a-week program personality.
New York

Death Valley Days; DEBUT Oct 7; alt Tue 7:30-8pm; Sponsor - Pacific Coast Borax Co thru McCann-Erickson (ON FILM); Exec Prod - Armand Schaefer; Gen'l Superv - Dorothy B McCann; Prod - Dorrel McGowan; Dir - Stuart McGowan; Writer - Ruth Woodman; Stanley Andrews, as the Old Ranger, narrates stories of the Old West, filmed on the actual site of their occurrence.

Stage A Number is now seen Wed 9-10pm; This Is The Life is now seen Thu 10-10:30pm;

WJZ-TV(Ch 7) - March of Time; RETURN Oct 1; Wed 9:30-10pm; Sustaining; new series consists of 26 half-hour programs.
NY

National Pro-Football Highlights; DEBUT Oct 3; Fri 8:30-9pm (starting Oct 9, will be seen Thursday 10-10:30pm); filmed highlights of outstanding football games played during the previous week-end in various sections of the country.

The Weather Man; DEBUT Oct 3; Fri 7:10-7:15pm; Sponsor - Red Line Co (Bovril) thru Eilton & Riggio; Dorian St George presenting lucid & pictorial telecast of following day's weather.

Captain Midnight; DEBUT Oct 5; Sun 6-6:30pm; (ON FILM); Sponsor - Wander Co(Ovaltine) thru Grant Advertising; new adventure series for children.

Homemaker's Jamboree; DEBUT Oct 6; Mon thru Fri 3:30-4pm; Sustaining; Johnny Olsen MC's new audience participation show, with quiz contests and homemaking hints.

First Edition; DEBUT Oct 6; Mon thru Fri 5:50-6pm; Sustaining; Taylor Grant in an up-to-the-minute summary of the day's happenings, using clips from Telenews service and still pictures from the United Press.

WNBT(Ch 4) - Cisco Kid; NEW TIME Oct 6; Mon 7-7:30pm; Sponsor - Ward Baking Co thru J Walter Thompson; Pkgr-Prod - Frederic Ziv, Hwood; program was formerly seen Sat 6:30-7pm.
NY

WOR-TV(Ch 9) - Schedule Changes; Mac Perrin's Tune Room, Dave Elman's Curiosity Shop, Barnes Family Album and The Barbara Wells Show have been dropped from the schedule; Trapped moves from 7:30-8pm Saturday to 8-8:30pm same day; Music in Silhouette, formerly seen Monday thru Friday 7-7:30pm, moves to Saturday only 7:30-8pm; TV Dinner Date, formerly 6:30-7pm, has been extended to an hour(6:30-7:30pm) Monday thru Friday; The All-Night Show, formerly seen from 11:30pm-5am Mon thru Sat, is now TV Nightcap, seen Monday thru Saturday 11:05pm-12:30am.
NY

1952-1953 was a period of rapid change in the world. The United States was engaged in a major effort to contain the spread of Communism. This was done through a variety of means, including military intervention, economic aid, and diplomatic pressure.

THE UNITED STATES

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LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - City Hall; NEW TIME Oct 3; Fri 9-9:30pm; Sponsor - Vim Stores; John Crosson is moderator of program formerly seen Tuesdays 7:15-7:45pm.
New York

Television Chapel; RETURN Oct 5; Sun 11am-12:30pm; Presented by WPIX in assn with the Protestant Council of the City of New York, the American Jewish Committee and the Roman Catholic Church, New York Archdiocese; Dir - Pete Molnar WPIX; religious services telecast from churches and temples in the New York Metropolitan area will be seen each Sunday.

House Detective; DEBUT Sept 28; Sun 12:30-1pm(1st program 12:45-1:15pm); Sponsor - Long Island Home Builders' Institute thru Miller Advertising; Dir - Al Hartigan WPIX; Cy Newman MC's show on which he discusses new and old homes which are for sale.

WGN-TV(Ch 9) - Two Guys and a Doll; DEBUT Oct 6; Mon thru Fri 1-1:30pm CST; Sustaining; Ellen Scott, Jerry Sperling and Clark Davis in new daily music-comedy program.
Chicago

Breakfast Party; DEBUT Oct 6; Mon thru Fri 10-10:30am; Ernie Simon, Jackie Van, Bill Snary, Bob Trendler and the Starnoters will be on hand for an informal daily program.

KTTV(Ch 11) - How Did We Meet?; DEBUT Oct 3; Fri 8:30-9pm; Sustaining; Prod - Harriette Smith; Dir - Jim Gates; Jack McCoy MC's new panel show with permanent panelists including Marie Windsor, Jorja Curtwright, Tom D'Andrea and John Tackaberry; there will be four mystery guests; each panelist, with the help of the other panelists, will be asked to identify one of the guests - a person he has met at one time or another; a screen separates McCoy and the guests from the panel members.
Los Angeles

Captain Midnight and his Adventure Theater; DEBUT Oct 5; Sun 5-5:30pm; Sponsor - Wander Co(Ovaltine) thru Grant Advertising; Verne Smith will introduce filmed adventure serials, which also debuts this week on New York station WJZ-TV.

WFIL-TV(Ch 6) - WFIL-TV University of the Air; RETURN Oct 6; Mon thru Fri 11:10am-12n; Prod - Dr Roy K Marshall; adult education series returns for its third year.
Philadelphia

WPTZ(Ch 3) - Operation Blackboard; RETURN Oct 6; Mon thru Fri 10-10:30am; Prod - Philadelphia Board of Education in cooperation with private & religious schools in area; specially-trained teachers handle production of the programs.
Philadelphia

FILM REPORT

TELENEWS WEEKLY NOW AVAILABLE TO SCHOOLS at a nominal rental charge, in response to a large number of requests from school systems. Each of the 15-minute Weekly News Reviews are made up of news stories filmed in all parts of the world.

DE ROCHEMONT, PRINCETON & TRANSFILM MAKING FORD FOUNDATION FILMS for the Omnibus series which debuts on CBS-TV November 9. Richard de Rochemont's Vavin Productions is filming Mr Lincoln; Transfilm is producing an untitled series of film features, 10-12 minutes in length and the Princeton Film Center is producing thirteen films.

FILM REPORT(Cont'd)

COURT DECISION RELEASES NASSER FILMS TO TV, formerly withheld because of a dispute between George and James Nasser and United Artists. Federal District Court Judge Harry C Westover rendered the new decision in Los Angeles which permits the Nassers to release four feature films, "Cover Up," "A Kiss for Corlies," "Without Honor" and "Don't Trust Your Husband" to TV. UA distributed for theatrical release.

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## NEWS DIGEST

NBC-TV NETWORK DATA CHART FOR SEPTEMBER 1, estimating the number of TV sets installed in the US as of that date, indicates an increase of 357,500 sets since the August report, bringing the total number of sets installed in 65 markets(110 stations) to 18,711,800. Of these, on the NBC net, only 29,000 sets are in non-inter-connected markets.

WOR-TV AND WFIL-TV TWO-FOR-ONE SALES PLAN will offer advertisers a single contiguous sales area with programs shown simultaneously over WFIL-TV in Philadelphia and WOR-TV in NY. Station sales staffs will sell the plan independently, pitching a simultaneous coverage of 24.4% of the nation's TV sets in a 55-county area from Connecticut to Delaware and Maryland. Programs may originate in either city, with the advertiser paying time and talent costs, while the stations will absorb the line charges.

NEW UHF NETWORK AFFILIATES include KPTV(Ch 27), Portland, Oregon, joining CBS-TV as of Oct 1; WNOK-TV(Ch 67), Columbia, SC, joining CBS-TV as of January 1, 1953 and WICC-TV(Ch 43), Bridgeport, Conn, joining the ABC-TV network on or about January 1, 1953.

TV NETWORK PERFORMER NEGOTIATIONS for new contracts begin on October 22 and eventually will be merged with radio discussions which began October 3, according to George Heller, newly named national executive secretary of the American Federation of Television and Radio Artists, AFL, formed through the merger of Television Authority and the American Federation of Radio Artists. Knox Manning and Lawrence Tibbett are temporary co-chairmen of the new group. AFTRA's 107-member national board has ruled that performers working in either or both mediums will pay single dues based on the old AFRA local scales in their respective cities instead of the dual payments formerly made.

CARMEL MYERS NEW RADIO-TV PRODUCTION FIRM, Carmel Myers Productions, has filmed the pilot for a half-hour TV show, Cradle of Stars, written by Robert St Aubrey, directed by Gregory Ratoff, and shot by cameraman George Stoetzel in Miss Myers' Park Avenue home.

PERSONNEL ITEMS: Donald A Davis, manager of the New York office of the Jaffe Agency, has been elected a vice-president of the firm. At one time he headed his own package firm, Peerless Film & Radio Productions.....Harry C Wilder has resigned as president of WSYR & WSYR-TV, Syracuse, NY, in order to devote more time to his other broadcast interests. E R Vadeboncoeur, vp & general manager of the stations, becomes chief executive in his place. Ib Melchior, former CBS-TV staff director, has joined G-L Enterprises as associate producer for a series of feature motion pictures.....Cy Newman has joined Miller Advertising as TV-radio director.....Norman S Brett has been appointed sales promotion manager for the DuMont TV Network and its key station, WABD, New York. Prior to joining the network, Mr Brett was media director of Mervin & Jesse Levine, Inc, New York advertising agency.

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TALENT SHOWSHEET OCTOBER 6-12, 1952

| PROGRAM | NET TIME(EST) | TALENT ROSTER & NEWSWORTHY GUESTS |
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Most of the shows on October 3-4-5 were listed in last week's report. Changes & additions are included here for the record. Across-the-board shows are grouped together after the listings for Friday, October 10. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY OCTOBER 3  
~~FRIDAY OCTOBER 3~~

|                                                       |            |                                                                                                                                                                                                      |
|-------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Herman Hickman</u>                                 | NBC 7pm    | add Rex Marshall as regular                                                                                                                                                                          |
| <u>Mama</u><br>(Peggy Wood)                           | CBS 8pm    | <u>Mama And The Bazaar</u> - (O) by Thomas Coley & William Roerick; with regulars & Ruth Gates, Katharine Raht, Mary Jackson, David Orrick; (SD)                                                     |
| <u>Ozzie &amp; Harriet</u>                            | ABC 8pm    | <u>The Rivals</u> - (SW) by Ozzie Nelson, Bill Davenport, Don Nelson, Ben Gershman; with regulars David & Ricky Nelson, Don DeFore, Eilene Janssen; (SD) by Ozzie Nelson (FILM) (PREMIERE)           |
| <u>Dark Of The Night</u>                              | WABD 8:30  | (SW) by George Lowther; with Bruno Wick, Joseph Holland, Grant Sullivan; (Prod & SD) by Frank Bunetta (PREMIERE)                                                                                     |
| <u>My Friend Irma</u><br>(Marie Wilson & Cathy Lewis) | CBS 8:30   | (SW) by John L Greene & Jay Sommers; with regulars Sid Tomack, Brooks West, Sig Arno, Gloria Gordon, Don McBride, Margaret Dumont; (SD) by Richard Whorf (RETURN FROM SUMMER HIATUS, FROM HOLLYWOOD) |
| <u>The Big Story</u><br>(Robert Sloane)               | NBC 9pm    | <u>Hugh Sparrow, Birmingham (Ala) News</u> - (O) by Sheldon Stark; with Ted Jacques, Arthur Kohl, Ted Osborne, Barbara Joyce, Bill Grey, Winifred Cushing, James Fuller, Eda Heinemann; (SD)         |
| <u>The Aldrich Family</u><br>(Bobby Ellis)            | NBC 9:30   | <u>Henry's Checking Account</u> - (O) by Robert Soderberg & Edith Sommer; with regulars & Dick Knox, Tom Morgan, George Douth, Charlie Nelson, Ronnie Walkin, Ed Dorsay; (SD)                        |
| <u>Tales Of Tomorrow</u>                              | ABC 9:30   | <u>Substance X</u> - (O) by Frank P De Felitta; with Vicki Cummings, Will Kuluva                                                                                                                     |
| <u>Twenty Questions</u><br>(Bill Slater)              | DuM 10pm   | regulars & Gene Woodling (baseball)                                                                                                                                                                  |
| <u>Teledrama 10:30</u>                                | WCBS 10:30 | <u>Landing At Daybreak</u> - with Anita Louise, Ray Montgomery (FILM, PREMIERE OF RE-RUN SERIES)                                                                                                     |

SATURDAY OCTOBER 4  
~~SATURDAY OCTOBER 4~~

|                                                           |          |                                                                                                                                     |
|-----------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------|
| <u>Trapped</u>                                            | WOR 7:30 | <u>The Corner Of An Attic</u> - (O) by Phillip McKenna; with Ruth York, Paula Houston; (SD)                                         |
| <u>My Little Margie</u><br>(Gale Storm & Charles Farrell) | NBC 7:30 | <u>Conservative Margie</u> - with Clarence Kolb, Hillary Brooke; (SD) by Hal Yates (PREMIERE OF NEW SERIES, FILM)                   |
| <u>All Star Revue</u>                                     | NBC 8pm  | Milton Berle, Dinah Shore, George Jessel, Harpo Marx, Phil Harris, Nelle Fisher & Jerry Ross (D), The Notables (S) (FROM HOLLYWOOD) |

and the other side of the road... (faint text, likely bleed-through from the reverse side)

THE RECORD

| Name               | Age | Address                          |
|--------------------|-----|----------------------------------|
| John Smith         | 25  | 123 Main St, Springfield, Ill.   |
| Mary Jones         | 30  | 456 Elm St, Springfield, Ill.    |
| James A. Brown     | 35  | 789 Oak St, Springfield, Ill.    |
| William H. White   | 40  | 1011 Pine St, Springfield, Ill.  |
| Robert L. Black    | 45  | 1213 Maple St, Springfield, Ill. |
| Elizabeth C. Green | 50  | 1415 Birch St, Springfield, Ill. |
| Thomas M. Gray     | 55  | 1617 Cedar St, Springfield, Ill. |
| Margaret K. Hill   | 60  | 1819 Elm St, Springfield, Ill.   |
| Charles D. Young   | 65  | 2021 Oak St, Springfield, Ill.   |
| Dorothy E. King    | 70  | 2223 Pine St, Springfield, Ill.  |
| George F. Lewis    | 75  | 2425 Maple St, Springfield, Ill. |
| Alice G. Walker    | 80  | 2627 Birch St, Springfield, Ill. |
| Frank J. Hall      | 85  | 2829 Cedar St, Springfield, Ill. |
| Evelyn L. Scott    | 90  | 3031 Elm St, Springfield, Ill.   |
| Harold R. Adams    | 95  | 3233 Oak St, Springfield, Ill.   |
| Bertha S. Baker    | 100 | 3435 Pine St, Springfield, Ill.  |
| Clarence T. Nelson | 105 | 3637 Maple St, Springfield, Ill. |
| Ethel W. Carter    | 110 | 3839 Birch St, Springfield, Ill. |
| Roy H. Evans       | 115 | 4041 Cedar St, Springfield, Ill. |
| Lillian I. Green   | 120 | 4243 Elm St, Springfield, Ill.   |
| Walter O. Brown    | 125 | 4445 Oak St, Springfield, Ill.   |
| Mildred J. White   | 130 | 4647 Pine St, Springfield, Ill.  |
| Arthur G. Black    | 135 | 4849 Maple St, Springfield, Ill. |
| Beatrice K. Gray   | 140 | 5051 Birch St, Springfield, Ill. |

SATURDAY OCTOBER 4 (Cont'd)  
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Jackie Gleason CBS 8pm Harry James (M), Les Paul & Mary Ford (S&M),
Elaine Dunn (D)

Your Show Of Shows NBC 9pm Wanda Hendrix
(Caesar & Coca)

SUNDAY OCTOBER 5
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Tootsie Hippodrome ABC 12:15 The Downies (trapeze), Helen Mack & trained ani-  
(John Reed King) mals

Kiddie Kollege WABD 12:30 Bill Evans (M), Roy Jordan (composer)  
(Les Sand)

Hallmark Theater NBC 4:30 The Bachelor And The Ballot - (O) by Robert Mason  
Pollack; with Beverly Whitney, Mark Cramer, Lu-  
cile Calvert, Marie Kenney, Robert Bolger: (SD)

Papa Cellini WJZ 4:30 regulars Ada Ruggeri, Aristide Sigismondi, Carol  
Carlo De Angelo Sinclair, Ivan Curry & Silvio Minciotti, Richard  
Seff; (Prod & SD) by Carlo De Angelo

Lamp Unto My Feet CBS 5pm Conflict - (O) by Palmer Thompson; with Jay Bar-  
(Dr Lyman Bryson) ney, Jack Edwards, Len Valenta, Frank Silvera;  
(SD) by Judd Whiting

Super Circus ABC 5pm regulars Mary Hartline, Bruce Chase & band,  
(Claude Kirchner) Nicky, Scampy & Cliffie (C); (Prod & SD) by Phil  
Patton (FIFTH YEAR, FROM CHICAGO)

Roy Rogers WNBT 6pm Huntin' For Trouble - with John Doucette, Myron  
& Dale Evans Healey, Steve Pendleton, Tom London, Kim Walker,  
Richard Eyer, Russ Scott; (SD, FILM, SEEN NET EXCEPT WNBT, 6:30)

Toast Of The Town CBS 8pm The ASCAP Story, Part II - with Fritzi Scheff,  
(Ed Sullivan) Lauritz Melchior, Les Compagnons de la Chanson,  
Vaughn Monroe (S); Ray Henderson, W C Handy (composers)

Colgate Comedy Hour NBC 8pm Ben Blue (C), Broderick Crawford, Lisa Kirk (S),  
(Donald O'Connor) "Scatman" Crouthers (M), Sid Miller (composer);  
(Prod & SD) by Ernie Glucksman, assisted by Bob Henry; TV Dir-  
Jim Jordan, Jr; Choreog by Louis Dapron & O'Connor; Music -  
Al Goodman (FROM HOLLYWOOD)

Fred Waring CBS 9pm Morley & Gearhart (M)

Rocky King DuM 9pm The Vagrant C Note - (O) by Edmund Morris; with  
(Roscoe Karns) regulars & Paul Lipson, Jack Klugman, Richard  
Shankland, Ben Yaffe, Jack Del Monte; (SD)

The Plainclothes Man DuM 9:30 The Wildcatter - with Ralph Stantley, Ann Summers  
(Ken Lynch) Alex Hartman, Sidney Paul, Pat Jones; (SW & SD)

Memory Lane WJZ 10:15 Freddie Bartholomew, Ava Norring  
(Joe Franklin)

MONDAY OCTOBER 6  
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Easy Chair Theater WABD 7:30 Handcuffed - with Dorothy Comingore, William Les-
ter (FILM)

Hollywood Screen Test ABC 7:30 Dark Hour - (SW); with Francis L Sullivan, Eliza-
(Neil Hamilton) beth Wilson, Moultrie Patten; (SD)

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<u>Paul Winchell & Jerry Mahoney</u>	NBC 8pm	add to regulars: Diane Sinclair & Ken Spaulding (D); Veronica Lake, guest
<u>Lux Video Theater</u>	CBS 8pm	<u>Legacy Of Love</u> - (O) by A E Coppard, (A) by Michael Dyne; with Corinne Calvet, Steven Hill, Leni Stengel, Gaby Rodgers, Francis Bethencourt, Louise Larambee, William A Lee, Earl Rowe; (SD) by Fielder Cook
<u>Inspector Mark Saber</u> (Tom Conway & James Burke)	ABC 8pm	<u>The Case Of The Locked Room</u> - (O) by Harold Swanton; with Stuart Randall, Esther Howard, Virginia Barbour, John Alvin, Ralph Brooke, Shirley Mitchell. (FILM, PREMIERE OF RETURNING SERIES)
<u>Voice Of Firestone</u> (Howard Barlow)	NBC 8:30	Ferruccio Tagliavini (tenor)
<u>Talent Scouts</u> (Arthur Godfrey)	CBS 8:30	Stan Silvers (M), Phil Lane & Danny David (C), Florence Weyman & Murray White (S), Jackie Linn (S)
<u>Guide Right</u>	DuM 9pm	Teresa Brewer
<u>Hollywood Opening Nt</u>	NBC 9pm	<u>Terrible Tempered Tolliver</u> - (O) by Nelson Gidding; with William Bendix, Peggy Ann Garner (Prod & SD) by William Corrigan (PREMIERE, FROM HOLLYWOOD)
<u>Life With Luigi</u> (J Carrol Naish)	CBS 9:30	regulars Alan Reed, Jody Gilbert, Mary Shipp, & Jeanne Cagney; (SW & SD) (FROM HOLLYWOOD)
<u>Robert Montgomery</u>	NBC 9:30	<u>Signora Isobel</u> - (O) by Thomas W Phipps; with Constance Bennett, Edmon Ryan, Martin Brooks, Cameron Prud'homme, Addison Richards, Stuart MacIntosh, Cele McLaughlin, Eva Condon, Margaret Barker, John W Stanley, Tino Valenti; John Cali (M); (SD) by Norman Felton
<u>Studio One</u>	CBS 10pm	<u>The Doctor's Wife</u> - (O) by Nella Gardner White, (A) by David Shaw & Ben Radin; with June Lockhart, John Dall, Mary Sinclair, Paul Kirk Giles, Mark Allen, Joe Sweeney, Janet Fox, Ann Douglas, Don Kennedy; (SD) by Franklin Schaffner
<u>Who Said That?</u> (Walter Kiernan)	NBC 10:30	Guest panelists: Jacqueline Susann, Robert Sterling, Richard Harkness (commentator) (NET EXCEPT WNBT)
<u>Dangerous Assignment</u> (Brian Donlevy)	WNBT 10:30	<u>The Salami Story</u> - (O) by Robert S Ryf; with Jan Arvan, Jim Davis, Ted Hecht, Henri Letondal, Laura Mason, Dan Seymour, Elena Verdugo, Ben Wright; (SD) (FILM)

TUESDAY OCTOBER 7
~~TUESDAY OCTOBER 7~~

<u>Death Valley Days</u>	WABD 7:30	<u>How Death Valley Got Its Name</u> - (SW) by Ruth C Woodman; with Brad Johnson, Kirkley Riley, Philis Coates, Bobbie Burchfield, John Parrish, Louise Lorimer, Guy Wilkerson, Bernard Szold, Bob Woodward, Sandy Sanders, Melody McGowan; (SD) by Stuart McGowan (FILM, PREMIERE)
<u>Beulah</u> (Louise Beavers)	ABC 7:30	<u>Lucky Number</u> - with regulars & Arthur Q Bryan, (FILM)
<u>Buick Circus Hour</u> (Joe E Brown & Dolores Gray)	NBC 8pm	John Raitt (S - regular), Ben Blue (C) (PREMIERE)

GENERAL INDEX

The British... (1911)...	100	The British... (1911)...
The British... (1911)...	100	The British... (1911)...
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THURSDAY OCTOBER 9
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Glamour Show WJZ 1pm Lucia Chase (D)  
(Claire Mann)

T Men In Action NBC 8:30 The Case Of The Moonlight Murder - (SW); with  
(Walter Greaza) Jim Boles, Humphrey Davis, Joe Helgeson, Made-  
leine Sherwood, Richard Bishop, Matt Crowley; (SD)

Chance Of A Lifetime ABC 8:30 Herb Shriner (C)  
(Dennis James)

Singer 4\* Playhouse CBS 9pm Dante's Inferno - (O) by Blake Edwards; with  
(Dick Powell) Virginia Grey; (SD) by Robert Florey (FILM)

Big Town CBS 9:30 Hot Rod - (O) by Bertram Millhauser; with John  
(Pat McVey Eldredge, Ted Donaldson, Barbara Woodell, John  
& Jane Nigh) Close, Harlan Warde, Harry Harvey, Jr; (SD) by Charles Haas  
(FILM)

Ford Theater NBC 9:30 Junior - (O) by Cyril Hume; with Edward Arnold,  
Arthur Franz, Mabel Paige, Helen Brown, Eliza-  
beth Fraser, Fay Roope; (Dir) by Leigh Jason (FILM)

Martin Kane NBC 10pm Edward Binns, Robert Middleton, Pat O'Malley,  
(Lee Tracy) Calvin Thomas, Ralph Stantley; (SW & SD)

Racket Squad CBS 10pm pre-empted by political address  
(Reed Hadley)

I've Got A Secret CBS 10:30 panelists: Jayne Meadows, Eddie Bracken, Nina  
(Garry Moore) Foch; guest: Corinne Calvet

Foreign Intrigue WNBT 10:30 Gautier Castle - (O) by George & Gertrude Fass;  
(Jerome Thor) with Gisele Preville, Roger Treville, Jacques  
Catelaine, Francois Vallorbe: (SD) (FILM)

FRIDAY OCTOBER 10  
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Schlitz Playhouse CBS 9pm Trouble On Pier 12 - (O) by L C Stouman & Val J
(Irene Dunne) Lindberg; with Akim Tamiroff, John Howard, Ro-
chelle Hudson, Lyle Talbot, Elena Verdugo; Lou Nova in pro-
logue; (Dir) by Robert Florey (FILM)

Tales Of Tomorrow ABC 9:30 The Horn - (O) by Alan Nelson; with Franchot
Tone, Barbara Joyce, Stephen Elliott; (SD)

ACROSS-THE-BOARD SHOWS, FRIDAY OCTOBER 3 THROUGH FRIDAY OCTOBER 10
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Strike It Rich CBS 11:30 F - Bob Lund (S); M - Richard Denning; W - Ed  
(Warren Hull) Nelson (composer); (9pm) - Barbara Britton; F-  
Claire Mann (commentator)

Broadway Matinee DuM 1:15 F - Helen Gallagher; others to be announced  
(Ethel Colby)

Bill Silbert DuM 1:30 F - Russ Landi (S); M - Enoch Light (M), Kirby  
Stone (M); Tu - Johnny Cobb (S); W - Bob Eberle  
(S); Th - Frank Campagna (S); F - Betty Cox (S)

Garry Moore CBS 1:30 F & Tu - George Gobel (C); M - Ivan Sanderson  
(scientist-explorer); Th - Bennett Cerf (author)  
add Ray Malone as regular (D)

| Page | Page | Page |
|------|------|------|
| 100  | 100  | 100  |
| 101  | 101  | 101  |
| 102  | 102  | 102  |
| 103  | 103  | 103  |
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ACROSS-THE-BOARD SHOWS, FRIDAY OCTOBER 3 THROUGH FRIDAY OCTOBER 10 (CONT'D)

Jinx F McCrary WNBT 2pm F - ball game; M - Jule Styne (producer)

Everywhere I Go CBS 2pm Tu - Joan Edwards (S), husband & daughter; Pat  
(Dan Seymour) Jenkins, Sally Jessup (PREMIERE); Th - The Wa-  
tussi Dancers

Art Linkletter's CBS 2:45 F - Hilo Hattie (S); M - Connie Haines (S); Th -  
House Party Robert Cummings

Kate Smith Hour NBC 4pm F - Mary Faye & Naldi (D); M - Hoctor & Byrd (D);  
Tu - Howard & Shelton (C); Evalyn Tyner (M), Pa-  
tricia Bowman (D); W - The Kateds (D), sequence from La Tra-  
viata with Frances Yeend & Walter Cassel (S); Th - Stephanie  
Augustine, Larry Douglas (S), Ernie Heldman (magic); F - Sin-  
clair & Spaulding (D), Golden Gate Quartet (S)

Six O'Clock Report WCBS 6pm M thru F - Charles Collingwood substitutes for  
vacationing Don Hollenbeck thru Oct 20; also on  
Sunday News Special, CBS, 11pm

Double C Canteen WABD 6:30 F - Lloyd Knight (S); M - Jerry Shard (M); Tu -  
(Bob Dixon) Duke Kimball (M); Th - Pete Kerscher (rodeo);  
F - Robin Roberts (S)

Short, Short Drama NBC 7:15 Tu - The Man With The Black Hair - (O) by Gail  
(Ruth Woods) Ingram; with Jim McGovern, Peggy Allenby, Dehl  
Berti, Helen Warn; (Dir) by Will Jason; Th - Act Of Divorce -  
(O) by Alvin Boretz; with Neva Patterson, Robert Pastene,  
Olive Blakeney; (Dir) by Dan Petrie (FILM)

Broadway TV Theater WOR 7:30 M thru F - Suspect - (O) by Edward Percy & Re-  
ginald Denham; with Florence Reed, Dennis Hoey,  
Una O'Connor, Geoffrey Lumb, Ann Shoemaker, Harry Sothern,  
Dickie Moore, Joy Geffen; (Staged) by Charles Christenberry

Perry Como CBS 7:45 W - Sandy Solo (S)

SATURDAY OCTOBER 11

Sealtest Big Top CBS 12N Monte De Oca (acro), Prof George J Taylor & ani-  
(Jack Sterling) mals; Toscanelli (juggler) & regulars

It's News To Me CBS 6:30 regulars & Jane Wyatt  
(John Daly)

Dick Tracy WABD 7:30 Diet Smith's Stolen Emerald - (O) by Robert Les-  
(Ralph Byrd) lie Bellem; with Joe Devlin, Thurston Hall, Pi-  
erre Watkin, Nestor Paiva, Fred Kohler, Jr, Angela Greene,  
Florence Bates, George Offerman, Jr; (Dir) by T O Morse  
(FILM)

Battle Of The Ages CBS 10:30 Vincent Lopez (M), Howard & Wanda Bell (acro)  
(Morey Amsterdam) vs Patrice Helene & Jan Howard (D), Kenny Sharp

SUNDAY OCTOBER 12

Tootsie Hippodrome ABC 12:15 Ullaine Malloy (trapeze), Constance & Lynn  
(John Reed King) (acro)

Lamp Unto My Feet CBS 5pm The Challenging Years - (O) by Martin Seifert;  
(Dr Lyman Bryson) with Bramwell Fletcher, Rita Vale, Maurice Tar-  
plin; (SD)

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SUNDAY OCTOBER 12 (Cont'd)

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| <u>Colgate Comedy Hour</u><br>(Bob Hope)      | NBC 8pm  | Fred MacMurray, Connie Haines, Clark Bros (D)<br>(FROM HOLLYWOOD)                                      |
| <u>The Plainclothes Man</u><br>(Ken Lynch)    | DuM 9:30 | <u>The Recluse</u> - (SW); with Robert Quarry, Mary<br>Corbett, Jean Carson, Abe Simons, John Hamilton |
| <u>Arthur Murray Show</u><br>(Kathryn Murray) | DuM 10pm | Teresa Brewer (S) (PREMIERE OF NEW SERIES)                                                             |

TALENT AVAILABILITIES

(THE DEADLINE FOR TALENT LISTINGS IS THE WEDNESDAY BEFORE THE FOLLOWING WEEK'S REPORT)

NEW YORK

DAVID BRIAN - arrives from coast Oct 8 -  
AGT: Milton Goldman, MU 7-0606

LUCIA CHASE - ballerina - PRESS: Wm Fields  
CI 5-7930

RUTH CHATTERTON - AGT: Jane Broder, MU 8-  
0960

LES COMPAGNONS DE LA CHANSON - French sing-  
ing group - AGT: Grade Ltd, JU 6-  
4190

VICKI CUMMINGS - signed for Van Druten's  
play, I've Got Sixpence - AGT: Jane  
Broder

DAGMAR - AGT: Associated Booking, PL 9-  
4600

GEMZE DE LAPPE - Ballet Theatre soloist -  
AGT: Grade Ltd

RUTH DONNELLY - comedienne - AGT: Milton  
Goldman

GLENDA FARRELL - AGT: Chamberlain Brown,  
LU 2-2207

BILL FROELICH - returned from coast Moon  
Is Blue - MU 8-6650

WILL JORDAN - comic - AGT: Milt Blackstone  
EL 5-5140

THE LOCKHARTS - GENE & JUNE - AGT: William  
McCaffrey, EL 5-1076

MALCUZYNSKI - pianist, Carnegie concert  
Oct 22 - AGT: Columbia Artists,  
CI 7-6900

MRS AMERICA (MRS EVELYN SCHENK) - AGT:  
Bert Nevins, WI 7-9715

JACQUES PEALS - now at La Vie En Rose -  
AGT: Grade Ltd

PHILADELPHIA

(Phone listings are NY)

BONNIE BAKER - singer - AGT: Associated  
Booking, PL 9-4600

JEAN CHARLEBOIS - French impressionist -  
AGT: Miles Ingalls, JU 6-3000

THE CLIFFDWELLERS - vocalists - AGT:  
Miles Ingalls

ETHEL BARRYMORE COLT - AGT: Chamberlain  
Brown, LU 2-2207

HAZEL DAWN - "The Pink Lady" - AGT: Cham-  
berlain Brown

EVA GABOR - AGT: Olga Lee, JU 6-4180

CAROL GOODNER - B'way leading lady - AGT:  
Jane Broder, MU 8-0960

KITTY GORDON - vocalist - AGT: Chamber-  
lain Brown

RUDY HANSEN - Country style singer -  
AGT: Milt Blackstone, EL 5-5140

BILLIE HOLLIDAY - recording star - AGT:  
Associated Booking

MARION LORNE - Mr Peepers comedienne -  
AGT: Jane Broder

DENNIS O'KEEFE - AGT: MCA, PL 9-7500

ROBERT MERRILL - Met singer - AGT: Moe  
Gale, PL 7-7100

EZIO PINZA - returned from coast - avai-  
lable thru Harold Kemp, NBC, CI  
7-8300

ELLA RAINES - AGT: Peter Witt, PL 9-7966

SYLVIA SIDNEY - AGT: Olga Lee, JU 6-4180

ROSS REPORTS



NETWORK AND LOCAL TV PROGRAMMING ANALYSIS

(Based on material from stations throughout the country as well as from main network offices).

| Scheduled program transmission for the week of: October 5-11 |              | Total hours network service |                 |                    |                 |
|--------------------------------------------------------------|--------------|-----------------------------|-----------------|--------------------|-----------------|
|                                                              |              | ABC                         | CBS             | DuM                | NBC             |
| Time on- )<br>12 noon )                                      | Live<br>Film | 3/4<br>1/4                  | 10<br>1 1/2     | 1<br>--            | 15<br>5         |
| 12 noon- )<br>6:00 pm )                                      | Live<br>Film | 1 3/4<br>1/2                | 23 3/4<br>1/2   | 9 1/4<br>--        | 18 1/2<br>5 3/4 |
| 6:00 pm- )<br>time off )                                     | Live<br>Film | 10<br>7                     | 18 3/4<br>7 1/4 | 19<br>2 1/2        | 19 1/4<br>5 1/4 |
| TOTALS                                                       | Live<br>Film | 12 1/2<br>7 3/4             | 52 1/2<br>9 1/4 | 29 1/4<br>29 2 1/2 | 52 3/4<br>16    |

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films).

Total Network And Local Hours Of Scheduled Transmission  
Over Key Outlets Of Networks, Week Of: October 5-11

| CITY           | ABC                              | CBS           | DuM          | NBC           |
|----------------|----------------------------------|---------------|--------------|---------------|
| New York City  | WJZ(88 1/2)                      | WCBS(103 1/2) | WABD(65 3/4) | WNBT(102 1/2) |
| Columbus, Ohio | WTVN(92)*                        | WBNS-TV(105)  | *            | WLW-C n.a.    |
| Miami, Florida | WTVJ(112 3/4) served by all nets |               |              |               |

\*WTVN is also a DuMont affiliate

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made For TV, Excluding News And Sportsreels: Total Hours, Week Of: October 5-11

| CITY           | ABC                            | CBS          | DuM         | NBC          | INDEPENDENT |
|----------------|--------------------------------|--------------|-------------|--------------|-------------|
| New York Local | WJZ(46)                        | WCBS(27 1/2) | WABD(7 1/4) | WNBT(20 3/4) | WOR(18 1/2) |
| Columbus       | WTVN(24 3/4)*                  | WBNS(17 3/4) | *           | WLW-C n.a.   |             |
| Miami          | WTVJ(1 3/4) served by all nets |              |             |              |             |

\*WTVN is also a DuMont affiliate

EDITOR'S NOTE: While every effort has been made to insure the accuracy of these compilations, they are presented only as approximations and should only be used as such.



OCTOBER 12-18, 1952

VOL 4 NO 5 SUPPLEMENT C

EDITOR: Jerry Leichter  
ASSOC EDS: David B Graham  
Alvin Sullum

# Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

## THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

### Sun(12)

ABC, CBS, NBC - 3-3:30pm; HIGHLIGHT; Roll Up Your Sleeves; presented by ABC, CBS & NBC in cooperation with the American Red Cross, the Office of Defense Mobilization and the Defense Department; Prod - Franklin Heller CBS; Dir - David Rich CBS; Mus Dir - Archie Bleyer CBS; Arthur Godfrey will be the MC for a special variety show presented as an appeal for blood donors, with Marguerite Piazza and Ezio Pinza heading the list of stars who will appear.

DuM - 10-10:30pm; RETURN; The Arthur Murray Party; from WABD(NY) to 5 sta; Sponsor - Arthur Murray thru Ruthrauff & Ryan; Pkgr-Prod - Arthur Murray; Dir - Coby Ruskin, for Murray; with Mrs Kathryn Murray as the party's 'hostess'; the show has been seen on all networks since it first debuted in July, 1950; last seen as summer replacement for Mama.

DuM - 10:30-11pm; RETURN; Youth on the March; from WFIL-TV(Phila) to the net; Sponsor - Young People's Church of the Air thru J M Camp; Dr Percy Crawford, President of King's College and editor of 'Youth' Magazine, conducts religious program, formerly seen on ABC-TV.

NBC - 3:45-4pm; HIGHLIGHT; Mission Sunday Program; from WNBT to the net; Sustaining; Bishop Fulton J Sheen, national director of the Society for the Propagation of the Faith and Auxiliary Bishop of New York, will deliver an address entitled 'Mission to the World' in special program in anticipation of Mission Sunday.

ABC - 6:30-6:45pm; DEBUT; Billy Daniels Show; from WJZ-TV(NY) to 10 sta; Sponsor - Vitamin Corp of America(Rybutal) thru Kastor, Farrell, Chesley & Clifford; Prod-Writer - Fred Heider ABC; Dir - Alex Segal; new informal musical show stars Billy Daniels, with Benny Payne & trio; Jimmy Blaine is the announcer.

### Tue(14)

CBS - 4:30-5pm Mon thru Fri; RETURN; U N In Action; from WCBS-TV to the net; Sustaining; Prod - Paul Levitan CBS; Larry LeSueur will conduct the series which will originate at the new General Assembly Hall of the U N; the coverage of the Seventh General Assembly of the United Nations will include interviews with prominent delegates who are making each day's news.

NATIONAL BROADCASTING COMPANY

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GENERAL LIT.

Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

Handwritten notes in the top right corner, possibly including a date and a reference number.

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Third main section of handwritten text, continuing the narrative or list.

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Tue(14)

CBS - 8:30-9pm; DEBUT; Red Buttons Show; from WCBS-TV(NY) to the net; Sustaining; Exec Prod - Marlo Lewis; Prod - Jess Kimmel; Dir - Peter Kass; Writers - Joe Stein, Will Glickman, Larry Gelbhart, Sam Locke; Musical Dir - Elliot Lawrence; Sets - Beulah Frankel; Costumes; - Mary Merrill; Red Buttons will do monologues and will appear in situation comedy sketches.

CBS - 9-9:30pm; DEBUT; Leave It To Lester; from WCBS-TV(NY) to the net; Sustaining; Prod - Leo Solomon; Dir - Mervyn Nelson; Writers - Leo Solomon, Vinnie Bogert, Billie Friedberg; Eddie Albert stars in new domestic comedy series as Lester Tucker who works as a clerk in a shoe store owned by his father-in-law, Mr. Koppel, to be played by Ed Begley; other actors were not announced up to press time.

Wed(15)

NBC - 8-8:30pm; DEBUT; I Married Joan; from WNBT(ON FILM) to 12 sta & 33 delayed spots; Sponsor - General Electric(Major & Small Appliances Div) thru Young & Rubicam; Pkgr - NBC; Film Prod - Dick Mack; Dir - Hal Walker; Writers - Artie Stander & Phil Sharpe; Joan Davis stars as the wife of a Domestic Relations Court judge, portrayed by Jim Backus; program is filmed at the General Service Studios in Hollywood.

NBC - 11:30am-12noon Mon thru Fri; United Nations General Assembly Sessions; from WNBT(NY) to the net; Sustaining; coverage of the daily sessions replaces It's A Problem, formerly seen in this time slot.

Sat(18)

CBS - 9:30-10pm; DEBUT; U S A Canteen; from WCBS-TV(NY) to the net; Sustaining; Prod - Irving Mansfield CBS; Dir - Byron Paul; Writers - Irvin Graham, Jimmy Shirl, Ervin Drake, Albert Stillman; Choreographer - Peter Birch; Music Dir - Alfredo Antonini; Continuity Writer - Howard Teichmann; Jane Froman stars in new music-comedy program which will be staged against the background of a colorful armed services canteen; each program will spotlight a top-name guest and outstanding performers now in the armed forces; Penny Morgan is liaison officer between the armed services and CBS in the production of the program.

CBS - 10-10:30pm; DEBUT; Balance Your Budget; from WCBS-TV(NY) to 14 sta & 22 kine; Sponsor - Sealy, Inc(Sealy Posture-Pedic Mattresses) thru Olian Advertising(Chicago), alternate weeks only; Pkgr-Prod - Louis G Cowan; Dir - Rai Purdy CBS; Bert Parks MC's new human interest quiz series designed to help contestants cope with the problem of staying "in the black." Parks will be assisted by Lynn Connors.

LAST WEEK'S NETWORK CHANGES

DuM - They Stand Accused; LAST SHOW Oct 5; Sun 10-10:30pm; from WGN-TV(Chi) to 3 sta; New York Sponsor - Crawford Clothes thru Al Paul Lefton; dramatizations of true court cases was written by William C Wines, Asst Atty Gen'l of Illinois.

Gov Adlai Stevenson Addresses; DEBUT Oct 9; various dates in October & November; Sponsor - Democratic National Committee thru the Joseph Katz Agency; program will be seen from 10:30-11pm on Thu, Oct 9, 16, 23, 30; Tue, Oct 14, 28; Sat Oct 25, Nov 1 & Mon, Nov 3. Author Meets the Critics moves from 10:30-11pm time slot Thursdays, to 10-10:30pm same day, with This Is Music, formerly in 10pm slot, having departed after Oct 2 program.

12 - 8:30-9:00 PM; DEBUT; from WBS-TV(NT) to the next; ...  
13 - 9:00-9:30 PM; DEBUT; leave it to ...  
14 - 9:30-10:00 PM; DEBUT; ...

15 - 10:00-10:30 PM; DEBUT; ...  
16 - 10:30-11:00 PM; DEBUT; ...  
17 - 11:00-11:30 PM; DEBUT; ...

18 - 11:30-12:00 AM; DEBUT; ...  
19 - 12:00-12:30 AM; DEBUT; ...  
20 - 12:30-1:00 AM; DEBUT; ...

21 - 1:00-1:30 AM; DEBUT; ...  
22 - 1:30-2:00 AM; DEBUT; ...  
23 - 2:00-2:30 AM; DEBUT; ...

LAST WEEK'S NETWORK CHANGES

24 - 2:30-3:00 AM; DEBUT; ...  
25 - 3:00-3:30 AM; DEBUT; ...  
26 - 3:30-4:00 AM; DEBUT; ...  
27 - 4:00-4:30 AM; DEBUT; ...  
28 - 4:30-5:00 AM; DEBUT; ...  
29 - 5:00-5:30 AM; DEBUT; ...  
30 - 5:30-6:00 AM; DEBUT; ...



LOCAL STATION ACTIVITY

WABD(Ch 5)  
New York

- One Woman's Experience; DEBUT Oct 8; Mon thru Fri 11:30-11:45am; Sustaining; Conceived, produced & directed by Lawrence Menkin; Writer - Virginia Radcliff; Mildred Clinton stars in one-woman show, utilizing a continuous flow of speech and sound, close-ups, unusual visual effects, etc; One Man's Experience, with the same format, will be seen in the 11:45am-12noon time segment, starring John Griggs, with scripts by Chris Riland.

Ladies Date; DEBUT Oct 13; Mon thru Fri 1-1:30pm; Sustaining; Prod - Bruce Mayer; Dir - Keith Thomas; Bruce Mayer MC's new program built around members of women's clubs throughout the Greater New York area; inviting the membership of every type of women's club to participate, program provides an insight into the charitable and civic endeavors carried on by these groups; games and stunts will be included.

Time changes: Take The Break - was 12:45-1:15pm M-F; now 12n-12:30pm; Ethel Colby's Broadway Matinee was M,W,F 1:15-1:30pm, now 12:30-12:45pm; The Ethel Thorsen Show was Tue & Thu 1:15-1:30pm, now 12:30-12:45pm; Noontime News was Mon thru Fri 12:30-12:45pm, now 12:45-1pm; Feature film will be seen Mon thru Fri 1:30-2:30pm; Kitchen Fare, was Mon thru Fri 12n-12:30pm, now 2:30-3pm; The Bill Silbert Show was M-F 1:30-2pm, moves to night-time spot Oct 13, and on October 20, will be in permanent night-time slot following Weather Girl; Weather Girl will be seen Mon, Tue & Thu 11:15-11:20pm & Wed & Fri 11:30-11:35pm; Silbert will be on for twenty-five minutes each night; all other above time changes are effective October 13.

WCBS-TV(Ch 2)-  
NY - Time For Beany; LAST SHOW Oct 13; Mon thru Fri 4:30-5pm; Sponsor - Participations; Children's film show was dropped in favor of UN program coverage.

Laurel & Hardy Jamboree; DEBUT Oct 18; Sat 1-1:45pm; Sustaining; new series presents old Laurel & Hardy comedies.

WJZ-TV(Ch 7)-  
NY - Second Cup of Coffee; DEBUT Oct 13; Mon thru Fri 11-11:15am; Sustaining; Prod - Richard Stark; Dir - Paul Burggraf(Mon & Tue) & Roger Shope (Wed, Thu, Fri); Writers - Mark "Red" Cramer and Erik Rhodes; Cramer & Rhodes converse on subjects ranging from cabbages to kings -- anything of interest to the American housewife; plus music and songs, and interviews with prominent guests.

Pet Party; DEBUT Oct 11; Sat 5:45-6pm; Sponsor - Hartz Mountain Products thru Kenneth Radar Co; Prod-Dir - Jack Buchholtz, Radar; Mignon Smith MC's new show which will have a variety format featuring children with their pets, animal acts and contests; Anncr - Johnny McKnight.

WNBT(Ch 4)-  
NY - Magic Clown; RETURN Oct 5; Sun 11:30-11:45am; Sponsor - Gold Medal Candy(Bonomo's Turkish Taffee) thru Emil Mogul; Prod-Dir - Nat B Eisenberg, Mogul; program returns to the air "live"; was last seen in June as filmed program;

United Nations General Assembly Sessions; RETURN Oct 15; Mon thru Fri 11:30am-12noon; coverage of the daily sessions will replace It's A Problem, formerly seen in this time slot.

LOCAL COUNCIL ACTIVITIES

WASH DC  
Nov 1957

The Annual Conference...  
...with the same format...  
...carried on by these groups...

...with the same format...  
...carried on by these groups...

...with the same format...  
...carried on by these groups...

WASH DC  
Nov 1957

...with the same format...  
...carried on by these groups...

...with the same format...  
...carried on by these groups...

WASH DC  
Nov 1957

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Nov 1957

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...carried on by these groups...

...with the same format...  
...carried on by these groups...

LOCAL STATION ACTIVITY(Cont'd)

- WOR-TV(Ch 9) - Bob Dana's Dining Tips; RETURN Oct 10; Fri 9-9:15pm; Sponsor - Canada  
New York Dry Ginger Ale thru J M Mathes; Pkgr-Prod-Dir - Robin L Moore, Jr;  
Robert W Dana, NY Telegram-Sun night-club writer, interviews restau-  
rant hosts & occasional celebrity guests, assisted by Judy Hall; pro-  
gram was formerly seen on WJZ-TV.
- WPIX(Ch 11) - The Living Blackboard; RETURN Oct 6 ; Mon,Wed,Fri 11:30am-12noon;  
NY Presented in cooperation with the New York City Board of Education;  
Dir - Lou Florence WPIX; Monday segment is "Your Life and Living",  
produced by Miss Florence Monroe, with Robert Gladstone as announcer  
and Leonard Whartman as production assistant; Wednesday, "Science At  
Your Fingertips", produced by Mrs Dorothy Klock, with instruction in  
by Louis Kleinman, and with Milton Horowitz as production assistant  
and Paul Randall announcing; Friday segment is "Hobbies and Crafts",  
also produced by Mrs Klock, with Paul Randall announcing and Joseph  
Bernstein, production assistant.
- WTVJ(Ch 4) - WTVJ will begin operations from its new studio building during the  
Miami week of November 10. The new plant has been built within the frame-  
work of the Capitol Theater in downtown Miami, now a three-story  
structure; the first floor will accommodate executive offices, pro-  
gramming department, sales department, storage and prop space and a  
receiving department. A 68'x100' studio will occupy the majority of  
the second floor. RCA cameras will be used.
- KTTV(Ch 11) - Success Story; HIGHLIGHT Oct 10; Sponsor - Richfield Oil Corp thru  
Los Angeles Hixson & Jorgensen; Prod - Karl Schlichter; Dir - Edward P Roden;  
Tech Dir - Joe Bluth; special telecast from the Columbia Steel Mills  
Division of United States Steel will show the tapping of an open  
hearth furnace; the operation will be picked up by a camera hanging  
high above the pit floor from the hook of a crane; four cameras and  
1800 feet of cable will be utilized in the remote.
- WPTZ(Ch 3) - Ridin' the Trail; DEBUT Oct 11; Sat 10-11am; Sustaining; Rex Trailer,  
Philadelphia Western singing star, has been signed to an exclusive television con-  
tract by WPTZ; this weekly program will show western movies not pre-  
viously seen on television.

FILM REPORT

JOHN GIBBS WINS SCHLITZ PLAYHOUSE FILM ACCOUNT and is currently in Hollywood assembling a production unit to film the half-hour dramatic series which is seen on the CBS-TV network. At the time the beer account switched agencies from Young & Rubicam to Lennen & Mitchell, the sponsor decided to switch also from 'live' to film programming, and bought a 26-week series from Edward Lewis which has Irene Dunne introducing the stories. Gibbs is the packager of the Robert Montgomery Presents program, seen 'live' on NBC-TV.

DESILU COMPLETES PILOT ON DEFENSE ATTORNEY, TV film version of the ABC Radio program. Mercedes McCambridge, who created the title role on radio, has been retained for the film series. Fletcher Markle, her husband, directed, under the supervision of Don Sharpe.

Bob Jones' Station... (mirrored text)

WOL-TV (2) -  
New York

The District... (mirrored text)

WOL-TV (1) -  
New York

WOL-TV will begin operations... (mirrored text)

WOL-TV (1) -  
New York

Thomas... (mirrored text)

WOL-TV (1) -  
New York

WOL-TV... (mirrored text)

WOL-TV (1) -  
New York

WOL-TV

WOL-TV... (mirrored text)

WOL-TV... (mirrored text)

FILM REPORT(Cont'd)

GUILD FILMS TO DISTRIBUTE CALL THE PLAY, a quarter-hour sports show which combines film with "live" segments. Series uses a local MC who conducts a telephone quiz, with contestant having to decide between right and wrong from the position of team manager. Leonard Key produces the series in New York, the first thirteen of which deal exclusively with baseball, to be followed by football and basketball.

CROSBY ENTERPRISES MOVING TO ROACH LOT from their present headquarters in the RKO Pathe Studios. The move will enable them to have more space for their expanding production activities. New series of Rebound films will go into production on the Roach lot October 15, with Harvey Foster producing and directing.

FILMCRAFT PRODUCING IT'S A SMALL WORLD, starring Al Gannaway. Isidore Lindbaum, president of Filmcraft, is producing the package which is owned jointly by the production firm and Gannaway. The new series of 39 half-hour audience participation programs will be filmed at the former Filmarte Theater, recently taken over by Filmcraft. Al Gannaway produced Half-Pint Party, a children's talent program, on WCBS-TV(NY).

DUMONT SALES OFFERS FAMILY QUIZ, a ten minute film program starring Sam Hayes. Thirteen films have been made for the movie quiz program which is aimed at low budget sponsors.

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NEWS DIGEST

MUSICIANS CHANGE TV FILM COMMERCIALS FEES; as outlined to locals by James C Petrillo, AFM head, the royalty based on 5% of station time will be superseded by individual agreements with the Music Performance Trust Fund. The national union said that the percentage fee was never intended to apply to announcements, one minute or less in length. New setup calls for a payment of \$100 per announcement per year to the Fund with no limit on repeat use during the year for each filmed jingle or spot. Scale pay provides for \$27 per man for a one-hour session, with double for the leader or a single musician, with no more than three spot announcements of one minute or less for a single sponsor. The 5% arrangement for regular television film remains in effect.

TV-AREA HOOPERATING SUBSCRIBERS include the following 17 firms signed up for the 40-city report since the plan was announced less than a month ago: Network - Columbia Broadcasting System, Inc. Advertising Agencies - N W Ayer & Son, Inc, Ted Bates & Co; Batten, Barton, Durstine & Osborne, Inc; Harry B Cohen Advertising Agency, Inc; Cunningham & Walsh, Inc; D'Arcy Advertising Co; William Esty Co, Inc; Foote, Cone & Belding; Hewitt, Ogilvy, Benson & Mather, Inc; C L Miller Co, Inc; Needham, Louis & Brorby, Inc; Sullivan, Stauffer, Colwell & Bayles, Inc; and Geoffrey Wade Advertising. Advertisers - The Borden Co; Lever Brothers; and The Texas Co.

WILLIAM WILSON

WILLIAM WILSON TO DIRECTOR: ALL THE WAY - A quarter-century ago this year  
I was with "Lionel" Williams, a man who was a leader in the  
union, with a reputation for being a hard worker and a  
man of integrity. I have known him for many years, and  
I have always been proud to know him. He was a man  
of high character, and he was a man who was  
always ready to help others.

THE WILSONS ARE MOVING TO NEW YORK CITY. The new  
apartment is in the city, and it is a very nice  
apartment. The new apartment is in the city, and  
it is a very nice apartment. The new apartment is  
in the city, and it is a very nice apartment.

WILSONS ARE MOVING TO NEW YORK CITY. The new  
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NEWS DIGEST(Cont'd)

NY LOCAL OKAYS RADIO-TV DIRECTORS GUILD CONTRACT between the union and the television networks, with Hollywood slated to take action soon. Contracts, with wages and working conditions negotiated in individual cities, expire March 31, 1954, and are retroactive to June 1. Conditions agreed to include: recognition of RTDG on a national basis with a national guild shop, contracts covering staff directors, floor managers and associate directors in TV; AM directors and associate directors; TV and AM free lance directors, and local AM and TV directors and associate directors. New gains for the union include a clause requiring the program credit for TV staff or free lance to be as large as the largest credit given and an eight-hour day for TV floor managers and associate directors. Minimum wage scales under the agreement (all on weekly basis) are: Network TV directors, \$175; local TV directors, \$150; net TV floor managers and associate directors, \$100, after six months, \$120. TV free lance scale for all TV network shows, with speeches, discussions, news, etc, exempted, will be \$300 for a half-hour show, \$400 for a one-hour show, \$350 for a five-a-week 15-minute show. Average over-all wage increases under the new agreement come to about 20% over old rates.

NEW NETWORK AFFILIATIONS INCLUDE: WFMJ-TV(Ch 73) Youngstown, Ohio, to NBC, early 1953; WJTV(Ch 25) Jackson, Miss, to CBS-TV, December 25, 1952.

DUMONT'S USE OF IMAGE ORTHICON CAMERAS during the past year for all film transmitted by key station WABD, NY, is considered successful, Rodney D Chipp, DuMont Network Director of Engineering told the Society of Motion Picture and Television Engineers in Washington. Replacement of Iconoscopes allows elimination of technical man hours for system previews and film rehearsals. Image Orthicon cameras produce good pictures, with no operational difficulty, from nearly all grades of film, according to Chipp. Operating costs for Image Orthicons is only slightly higher per hour.

UTILITY REVENUES UPPED 200 MILLION BY TV, Dr Charles B Jolliffe, VP & Technical Director, RCA, told a New York conference of utility executives October 6. He said that the dollar value of television to the power industry increases with each set owner, citing figures for a single station operation in the Midwest with an estimated gain in power consumption of 250,000 kilowatt hours for every 1,000 TV sets added to the area, both directly and indirectly in additional home power use. Dr Jolliffe predicted that in a few years TV receivers within range of about 2,000 stations may exceed 50 million.

PERSONNEL ITEMS: William E Steers has been elected vice-president of Doherty, Clifford & Shenfield, with his name added to the agency's new corporate name, Doherty, Clifford, Steers & Shenfield. Mr Steers was one of the founders of the agency in 1944.....William E Robinson, formerly with the radio-TV copy department at Kenyon & Eckhardt, has assumed his new duties as head of TV radio copy at Grey Advertising.....Edward Ratner, formerly radio copy chief at Product Services, Inc, has been named radio-TV director of Friend-Reiss-McGlone Agency, New York.....Bill Brennan has resigned as program director of KNXT, CBS-TV Hollywood outlet, to become script coordinator for the network.

Jack L Gross has been appointed a client executive for American Research Bureau.....John Gilligan has been named chairman of the new public relations and advertising committee of the Radio-Television Manufacturers Association. He is vp in charge of advertising of the Philco Corp.....Florence Katz, who has been radio time buyer at the Emil Mogul Agency, has been promoted to radio and television time buyer.....E R Borroff, general sales manager of the five radio and one TV Westinghouse stations, has announced his resignation, to become effective the end of October.







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Table with 3 columns: Description, Amount, and Category. Includes items like 'The Big Store', 'The Little Shop', etc.

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MONDAY OCTOBER 13 (Cont'd)

Hollywood Screen Test ABC 7:30 False Witness - with Judith Evelyn, Joseph Silver, Tarry Green; (SW & SD)  
(Neil Hamilton)

Inspector Mark Saber ABC 8pm The Case Of The Star Tattoo - (O) by Bill Wolff; with Scottie Beckett, Virgil Johansen, Alvin Hammer, Julian Upton, Raymond Hatton, Shirley Pegge (FILM)  
(Tom Conway & James Burke)

Lux Video Theater CBS 8pm Program preempted by political talk

Paul Winchell & Jerry Mahoney NBC 8pm regulars & Signe Hasso, Sinclair & Spaulding(D)

Voice Of Firestone NBC 8:30 Rise Stevens (S)  
(Howard Barlow)

Talent Scouts CBS 8:30 Barbara Reisman (M), Royce Wallace (S), Richard Paige (S), Johnny Dee Trio (S & M)  
(Arthur Godfrey)

H'wood Opening Night NBC 9pm Let Georgie Do It - (O) by Hannah Goodman; with Ann Sothern, Richard Egan (FROM HOLLYWOOD)

Robert Montgomery NBC 9:30 The Fall Guy - (O) by William Fay, (A) by Robert J Shaw; with Jackie Cooper, Geraldine Page, Joseph Sweeney, Ralph Dunn, Maurice Burke, William Martell, Betsy Von Furstenberg, Morgan (dog); (SD) by Herb Swope, Jr

Studio One CBS 10pm Little Men, Big World - (O) by W R Burnett, (A) by Reginald Rose; with Jack Palance, Shepperd Strudwick, Mary Ellen Verheyden, Frank Overton, Harry Townes, Ray Walston, Jeanne Bolan, Joan Gray, Jack Warden, Lewis Charles, Charles Jordan, Joseph Roman, Jerry Hackaday, Martin Ashe, Sidney Lee, Wiley Hancock; (SD) by Paul Nickell

Who Said That? NBC 10:30 June Lockhart, Bob Considine (columnist), Robert Hall (athletic director) (NET EXCEPT WNBT)  
(Walter Kiernan)

Dangerous Assignment WNBT 10:30 The Perfect Alibi Story - (O) by Robert S Ryf; with Jan Arvan, Virginia Christine, John Doucette, Hal Girard, Byron Kane, Dolores Moran, Philip Van Zandt (FILM)  
(Brian Donlevy)

TUESDAY OCTOBER 14

Texaco Star Theater NBC 8pm Gertrude Berg, Arlene McQuade, Miriam Hopkins, Sonny Howard (S), Bobby Sherwood (M), Ruth Gilbert  
(Milton Berle)

Fireside Theater NBC 9pm The People's Choice - (O) by John Larkin; with Tom Powers, Barbara Brown, Christine Miller, Steven Clark, Paul Burns, Pierre Watkins; (SD) (FILM)

Crime Syndicated CBS 9pm The People's Choice - (O) by Stanley Silverman; with John Alexander, Skip Homeier, Donald Briggs, Edith Gresham, Sam Gilman, Henry Lascoe, Helen Warnow, Frank Campanella, John Farrell, Adele Newton, Elmer Lehr, Barry Martin, Jan Leighton, Ben Hammer, Arthur Tell, Morgan Kendall, Scott Fielding, Janet Paul, Minna Phillips, Anita Bayless, Tom Gorman; (SD)

Where Was I? DuM 9pm Panelists: Betty Furness, Louis Untermeyer, Peter Donald, Nancy Guild; Guest: Harold Rome (composer); (Dir) by Martin Magner succeeding Harry Coyle  
(Ken Roberts)





WEDNESDAY EVENING IS

8:30 PM The Five Minutes - (5) by Robert Taylor, (A) by  
The Five Minutes; with Sylvia Brown, Michael  
Brown, Eric Winters, Gene Brown, Jr., Bruce Gordon, Michael  
Garrett, Tom Avery, Gene Brown; (ED)

8:30 PM Paul Webb (conductor), Holmberg, Norway, P. O.  
Holmberg (conductor)

8:30 PM The Broadway - (5) by Virginia Knapp & Dorothy  
Knapp; with Marie Wills, John Henry, Dorothy  
Singer, Isabel Gomer, Maurice Wills, Tom Brown, Dorothy  
Singer; (ED) (ORIGINAL SCRIPTS FOR BERT & ERIC  
POLITICAL SCENARIO)

8:30 PM Butternut - (5) by E. W. Wills, (A) by Virginia  
Knapp; with Virginia Knapp, Tom Brown, Vir-  
ginia Knapp, Charles Wills, John Henry, Eric Winters;  
(ED)

WEDNESDAY EVENING IS

8:30 PM All's Well With Light - (5) by Frederick Jones  
and; with Ruth Winters, Richard Brown, Richard  
Dale, John DeWolfe, William Brown; (ED) by Arthur Rip-  
ley (WILL)

8:30 PM The Case of the Two-Faced Man - (5) by Michael  
Brown; with John Brown, Gene Brown; (ED)  
Richard, Marie Lawrence, Gene Brown, Allen Brown; (ED)

8:30 PM A Little Bit of Cinderella - (5) by James H. Brown,  
(A) by (ED); with Virginia Knapp, Gene Brown,  
Isabel Gomer, Eric Winters, Dorothy Singer, Tom Brown,  
John DeWolfe, Gene Brown, Betty Lee, Rex O'Sullivan; (ED)  
of many others

8:30 PM The Answer, John DeWolfe (WILL)

8:30 PM The Case of the Broken Window - (5) by James H. Brown  
and; with Gene Brown, Michael Brown, Betty  
Brown, and Francis Brown; (ED) (WILL)

8:30 PM The Answer - with John DeWolfe (WILL)

WEDNESDAY EVENING IS

8:30 PM The Case of the Broken Window - (5) by James H. Brown  
and; with Gene Brown, Michael Brown, Betty  
Brown, John DeWolfe, Gene Brown; (ED)

8:30 PM The Answer - (5) by Paul Brown; with  
Diane Lane, John DeWolfe, Allen Brown, Gene  
Brown, Victor Brown, Gene Brown, Frank Daily, Wil-  
liam Brown; (ED) by James Brown (WILL)

8:30 PM The Case - (5) by Lawrence Knapp; with John  
DeWolfe, Gene Brown, Gene Brown, Gene Brown,  
and; Gene Brown, Gene Brown; (ED) by Charles Lee (WILL)

8:30 PM Beverly Brown, Gene Brown, Gene Brown,  
Richard Brown; (ED) by Gene Brown



Racket Squad  
(Reed Hadley) CBS 10pm Lost And Found - (O) by Marianne Mosner & Francis Rosenwald; with Tom Brown, Mary Beth Hughes, Gar Moore, Eddie Dew, Fred Ridgeway, Geraldine Hall. Last week's time, originally scheduled for political talk, reverted to regular series. For the record, credits follow: The Flight Of The Flying Fish - (O) by Jackson Gillis; with Phyllis Kennedy, Otto Waldin, George Chandler, Jan Kayne, Jack Carr, Charles Halton; (FILM)

Foreign Intrigue  
(Jerome Thor) WNBT 10:30 Foreign Intrigue In The Embassy - (O) by Paul Monash; with Marcel Journet, Michel Andre, Michel Dadet, Henri Lanugne, Rene Loid; (SD) (FILM)

I've Got A Secret  
(Garry Moore) CBS 10:30 Melvyn Douglas & regulars

FRIDAY OCTOBER 17  
~~FRIDAY OCTOBER 17~~

Schlitz Playhouse  
(Irene Dunne) CBS 9pm This Plane For Hire - (O) by Dean Reisner; with Lloyd Bridges, Gilberto Gonzales, Andre Valesquez, Eddie Firestone, Esther Fernandez, Hector Gonzales, Carlos Riquelme, Pedro Galvan; (Dir) by Arthur Pierson (FILM)

Our Miss Brooks  
(Eve Arden) CBS 9:30 Jane Morgan, Gale Gordon, Robert Rockwell, Dick Crenna, Gloria McMillan, Virginia Gordon; (SW & SD) by Al Lewis (FILM)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 10 THROUGH FRIDAY OCTOBER 17  
~~MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 10 THROUGH FRIDAY OCTOBER 17~~

Breakfast With Music  
(Morey Amsterdam) WNBT 9am M through F - Sue Bennett (S) replaces Connie Russell as regular

Strike It Rich  
(Warren Hull) CBS 11:30 F - Claire Mann (commentator); W - Ava Norring; (9pm) - Eva Gabor; F - William Shirer (author)

One Woman's Experience WABD 11:30 M through F - Never Let Me Go - (O) by Virginia Radcliff; (SD) by Lawrence Menken

One Man's Experience WABD 11:45 M through F - Two Young Lovers - (O) by Chris Riland; with John Griggs; (SD) by Menken (BOTH SHOWS PREMIERED OCT 8)

Broadway Matinee  
(Ethel Colby) WABD 12:30 M - Anna Lee, William Gaxton

Garry Moore CBS 1:30 Tu - Ivan Sanderson (scientist-explorer); Th - Lowell Thomas (commentator)

Everywhere I Go  
(Dan Seymour) CBS 2pm Tu - Betty O'Neil (S)

Art Linkletter's House Party CBS 2:45 M - Connie Haines (S); Tu - Perc Westmore (make-up); W - Bob Cobb (restaurateur); Th - Muzzy's Musical Album (FROM HOLLYWOOD)

Nancy Craig WJZ 2:30 F - Langston Hughes (author), Ursula Koering (illustrator); Tu - Ann Ayars, Jon Crain (S); W - Maurice Zolotow (author)

Mike And Buff CBS 3:15 M - Lyn Conner (model), E Sims Campbell (cartoonist), Vincente Gomez (M); Tu - Willie Ley (illustrator), Ed Safranski (lyricist), Jilda Taylor & Val Dufour (S); W - Marina Berti, Luigi Zampa (director); F - Skeets Minton, Jimmy Norton (ventriloquist & dummy)

THURSDAY EVENING 10 (Cont'd)

|       |            |                                                                                                   |                                        |
|-------|------------|---------------------------------------------------------------------------------------------------|----------------------------------------|
| 10:00 | CBS 10:00  | Jack Carr, Charles Hays (WHL)                                                                     | Robert Burns<br>(Robert Burns)         |
| 10:30 | WBTV 10:30 | Traveler's Guide in the Tropics - (O) by Paul<br>Mason, with special features, travel notes, etc. | Foreign Journeys<br>(Foreign Journeys) |
| 10:30 | CBS 10:30  | Mary's Garden & Vegetables                                                                        | I've Got A Garden<br>(Gardening)       |

FRIDAY MORNING 11

|       |           |                                                                                                                                                                                                                 |                                       |
|-------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| 9:30  | CBS 9:30  | Jane Morgan, Edna Gordon, Robert McNeill, Dick<br>Crumm, Anita Hoffman, Virginia Gordon, (O)<br>& (S) by Al Lewis (WHL)                                                                                         | Our Miss Brooks<br>(Our Miss Brooks)  |
| 10:00 | CBS 10:00 | This Time For Mike - (O) by Dean Wagner, with<br>Lloyd Bridges, Albert Sargent, André Lister,<br>Eddie Foy, Jr., Robert Strauss, Robert Goussier,<br>Gardner Jackson, Fred Dalton Tomboy, Arthur Peterson (WHL) | Bobbin's Rhapsody<br>(Trans Rhapsody) |

WEDNESDAY AND THURSDAY EVENING 10:00 TO 10:30

|       |            |                                                                                  |                                     |
|-------|------------|----------------------------------------------------------------------------------|-------------------------------------|
| 10:00 | WBTV 10:00 | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 10:30 | CBS 10:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 11:00 | WBTV 11:00 | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 11:30 | WBTV 11:30 | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 12:30 | WBTV 12:30 | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 1:00  | CBS 1:00   | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 2:00  | CBS 2:00   | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 2:30  | WBTV 2:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 3:00  | WBTV 3:00  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 3:30  | WBTV 3:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 4:00  | WBTV 4:00  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 4:30  | WBTV 4:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 5:00  | WBTV 5:00  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 5:30  | WBTV 5:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 6:00  | WBTV 6:00  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 6:30  | WBTV 6:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 7:00  | WBTV 7:00  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 7:30  | WBTV 7:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 8:00  | WBTV 8:00  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 8:30  | WBTV 8:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 9:00  | WBTV 9:00  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |
| 9:30  | WBTV 9:30  | Through The Heart - The Heartbeat (O) Virginia<br>Loring, (S) by Robert<br>Mason | Heartbeat With Liane<br>(Heartbeat) |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 10 THROUGH FRIDAY OCTOBER 17 (Cntd)

Kate Smith Hour NBC 4pm F - Sinclair & Spaulding (D), Golden Gate Quartet; M - Lou Wille, Jr (D), De Marco Sisters (S); Tu - The Kateds (D); W - Hoctor & Byrd (D), Evalyn Turner (M); Th - Evans Family (D); F - Andre Eglevsky & Melissa Hayden (D), Howard & Shelton (C)

Hawkins Falls NBC 5pm M through F - Jim Andelin, Bev Younger, Herb Newcomb

Short, Short Drama  
(Ruth Woods) NBC 7:15 Tu - The Witness - (O) by Robert St Aubrey; with George Petrie, Jimmy Lipton, Constance Ford, Florence Anglin, Jimmie Brown, Frederic Downs, Bart Burns; (Dir) by Will Jason; Th - The Diary - (O) by Sheldon Stark; with Leslie Nielsen, Olive Blakeney, Richard Bishop, Cavada Humphrey, Tom Flatley Reynolds, Ray Bramley; (Dir) by Dan Petrie (FILM)

Broadway TV Theater WOR 7:30 M through F - It Pays To Advertise - (O) by Roy Cooper McGrue & Walter Hackett; with Roddy McDowall, Barbara Baxley, Charles Egelston, Ann Loring, Kirk Brown, Guy Rennie, Cliff Hall, W O McWaters, George Faris, Hugh Thomas, Ralph Bunker; (Dir) by Richard Lukin

Perry Como CBS 7:45 W - Mary Small (S)

SATURDAY OCTOBER 18

Sealtest Big Top  
(Jack Stirling) CBS 12N Les Coronas (high wire), Leon & Eleanas Dane Circus, Billie & Gene Lambart (acro), Laddie Lamont (clown), Nobel Trio (horizontal bar)

All Star Revue  
(Jimmie Durante) NBC 8pm Frank Sinatra (S), Fifi D'Orsay (C)

USA Canteen CBS 9:30 Jack Carter (C), Pfc Eddie Fisher (S)

Battle Of The Ages  
(Morey Amsterdam) CBS 10:30 Connie Francis (S), Bernadette Phelan Dancers, vs Rolly Rolls (M-C), W C Handy (composer)

SUNDAY OCTOBER 19

Lamp Unto My Feet  
(Dr Lyman Bryson) CBS 5pm No Secret Is Safe - (O) by Father Mark Tennien, M M; (A) by Allan Sloane; with Cameron Prud'homme, Kaie Deei, Yuki Shimoda, Kuraji Seida; (SD)

This Is Show Business  
(Clifton Fadiman) Guest panelist: Gloria Swanson; Robert Clary (S) George DeWitt (C), Betty Luster (D)

Toast Of The Town  
(Ed Sullivan) CBS 8pm Pearl Bailey (S) & brother Bill (D), Hilda Gueden (S), Nanci Crompton (D)

Fred Waring CBS 9pm Anna Russell (S-C)

The Web DBS 10pm Shadow On The Sun - (O) by Ethel Marx, (A) by Robert Wallsten; with Joseph Anthony, Perry Wilson, Jimmy Sommer, Guy Spaul, John Marley, Charles Reynolds, Mario Gallo, Aaron K Howard, Carroll Saint; (SD) by Herb Hirschman

| Time     | Program | Station |
|----------|---------|---------|
| 7:00 AM  | News    | WVAZ-TV |
| 7:30 AM  | News    | WVAZ-TV |
| 8:00 AM  | News    | WVAZ-TV |
| 8:30 AM  | News    | WVAZ-TV |
| 9:00 AM  | News    | WVAZ-TV |
| 9:30 AM  | News    | WVAZ-TV |
| 10:00 AM | News    | WVAZ-TV |
| 10:30 AM | News    | WVAZ-TV |
| 11:00 AM | News    | WVAZ-TV |
| 11:30 AM | News    | WVAZ-TV |
| 12:00 PM | News    | WVAZ-TV |
| 12:30 PM | News    | WVAZ-TV |
| 1:00 PM  | News    | WVAZ-TV |
| 1:30 PM  | News    | WVAZ-TV |
| 2:00 PM  | News    | WVAZ-TV |
| 2:30 PM  | News    | WVAZ-TV |
| 3:00 PM  | News    | WVAZ-TV |
| 3:30 PM  | News    | WVAZ-TV |
| 4:00 PM  | News    | WVAZ-TV |
| 4:30 PM  | News    | WVAZ-TV |
| 5:00 PM  | News    | WVAZ-TV |
| 5:30 PM  | News    | WVAZ-TV |
| 6:00 PM  | News    | WVAZ-TV |
| 6:30 PM  | News    | WVAZ-TV |
| 7:00 PM  | News    | WVAZ-TV |
| 7:30 PM  | News    | WVAZ-TV |
| 8:00 PM  | News    | WVAZ-TV |
| 8:30 PM  | News    | WVAZ-TV |
| 9:00 PM  | News    | WVAZ-TV |
| 9:30 PM  | News    | WVAZ-TV |
| 10:00 PM | News    | WVAZ-TV |
| 10:30 PM | News    | WVAZ-TV |
| 11:00 PM | News    | WVAZ-TV |
| 11:30 PM | News    | WVAZ-TV |
| 12:00 AM | News    | WVAZ-TV |

T A L E N T   A V A I L A B I L I T I E S

(THE DEADLINE FOR TALENT LISTINGS IS THE WEDNESDAY BEFORE THE FOLLOWING WK'S REPORT)

NEW YORK

JOHN ARCESI - recording star - AGT: GAC,  
CI 7-7550

MARINA BERTI - Italian star here for film  
festival, appeared in Quo Vadis -  
PRESS: Johanna Grant, LO 4-4843

SIDNEY BLACKMER - AGT: Sam Jaffe, PL 9-  
6693

LLOYD BRIDGES - arrives NY end of Oct -  
AGT: Jaffe

ROBERT CLARY - petit Frenchman of New  
Faces - AGT: Wm Morris,  
JU 6-5100

GEORGE DEWITT - comic - AGT: GAC

LUCIANO EMMER - Italian film director -  
PRESS: Johanna Grant

FLETCHER & SHEIDY - comedy team - MGR:  
Paris Eager, TR 7-3057

HILDA GUEDEN - Viennese soprano - AGT:  
NCAC, PL 9-6000

MELISSA HAYDEN & ANDRE EGLEVSKY - ballet  
team - AGT: Deborah Coleman, PL  
7-1592

JERSEY JOE WALCOTT - ex heavyweight champ-  
AGT: Associated Booking, PL  
9-4600

ENOCH LIGHT - orchestra leader - PRESS:  
Sol Abrams, WI 7-9715

BETTY LUSTER - dancer - AGT: Wm Morris

SYLVANA MANGANO - Bitter Rice star -  
PRESS: Marjorie Geiss, LO 4-4843

ALICIA MARKOVA - prima ballerina - AGT:  
Deborah Coleman

THOMAS MITCHELL - AGT: Jaffe

MILTON PARSONS - character actor - AGT:  
Milton Goldman, MU 7-0606

SUGAR RAY ROBINSON - AGT: Associated Book-  
ing

ELEANORA ROSSI-DRAGO - Italian star fea-  
tured in Sensuality - PRESS: Johanna  
Grant

WASHINGTON

(Phone listings are NY)

JOHN CROMWELL - actor & director, current-  
ly in Climate Of Eden PRESS: Bill  
Doll, MU 7-6310

ISOBEL ELSOM - in Climate Of Eden at the  
National - PRESS: Bill Doll

GUSTI HUBER - in Dial M For Murder at the  
Shubert-Gayety - AGT: Liebling-Wood,  
VA 6-3714

MEL TORME - currently at the Capitol  
Theater - AGT: GAC, CI 7-7550

JENNIE TOUREL - concert star - AGT: Colum-  
bia Artists, CI 7-6900

THEODORE UPPMAN - creator of title role  
in Billy Budd opera - AGT: Columbia  
Artists

EARL WRIGHTSON - baritone - booked for  
Capitol, Nov 27 - AGT: Jack Bertell,  
PL 9-5260

CHICAGO

(Phone listings are NY)

THE CHORDS - instrumentalists without  
instruments - AGT: GAC, CI 7-7550

NAT KING COLE - recording star - AGT:  
GAC

PETER LIND HAYES & MARY HEALY - booked  
for Chicago Theater, 2 wks starting  
Nov 21 - AGT: MCA, PL 9-7500

BETTY REILLY - singer - currently at  
Chez Paree - AGT: MCA

DANNY THOMAS - starts engagement at  
Chez Paree, Oct 17 - AGT: Wm Morris  
JU 6-5100

LOS ANGELES

(Phone listings are LA)

KATHRYN GRAYSON - AGT: Sam Jaffe, CR  
6-6121

DICK HAYMES - AGT: Jaffe

DOROTHY LAMOUR - AGT: MCA, CR 6-2001

TALBERT AVAILABILITY

(THE DASHES IN TALBERT LISTINGS IN THE FOLLOWING ARE DASHES)

WASHINGTON

JOHN CRONIN - actor & director, married -  
is in custody of FBI - 1951 - 1952  
DASH, WA 7-4310

IRVING LINDEN - in custody of FBI at the  
national - 1951 - 1952

GEORGE BROWN - in custody of FBI at the  
national - 1951 - 1952

ALL TOLSON - currently at the national  
level - 1951 - 1952

JAMES EARL RAY - currently at the national  
level - 1951 - 1952

FRANCIS BROWN - currently at the national  
level - 1951 - 1952

EARL WHEATON - currently at the national  
level - 1951 - 1952

CHICAGO

(These listings are in)

THE CHIEF - investigation - 1951 - 1952

THE CHIEF - investigation - 1951 - 1952

THE CHIEF - investigation - 1951 - 1952

THE CHIEF - investigation - 1951 - 1952

THE CHIEF - investigation - 1951 - 1952

LOS ANGELES

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level - 1951 - 1952

EARL WHEATON - currently at the national  
level - 1951 - 1952

THE CHIEF - investigation - 1951 - 1952

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THE CHIEF - investigation - 1951 - 1952

THE CHIEF - investigation - 1951 - 1952

THE CHIEF - investigation - 1951 - 1952

NETWORK AND LOCAL TV PROGRAMMING ANALYSIS

(Based on material from main network offices and from stations throughout the country)

| Scheduled program transmission for the week of: October 12-18 |              | Total Hours Network Service |                 |                 |                 |
|---------------------------------------------------------------|--------------|-----------------------------|-----------------|-----------------|-----------------|
|                                                               |              | ABC                         | CBS             | DuM             | NBC             |
| Time on-)<br>12 noon )                                        | Live<br>Film | 3/4<br>1/4                  | 10<br>1 1/2     | 1<br>--         | 18<br>3 1/2     |
| 12 noon-)<br>6:00 pm )                                        | Live<br>Film | 1 3/4<br>1/2                | 25 1/4<br>1/2   | 12 1/4<br>--    | 14 1/2<br>5 1/4 |
| 6:00 pm-)<br>time off)                                        | Live<br>Film | 13<br>6                     | 20 3/4<br>6 1/4 | 19 1/4<br>2 1/2 | 18 1/4<br>6 1/4 |
| TOTALS                                                        | Live<br>Film | 15 1/2<br>6 3/4             | 56<br>8 1/4     | 32 1/2<br>2 1/2 | 50 3/4<br>15    |

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

Total Network And Local Hours Of Scheduled Transmission  
Over Key Outlets Of Networks, Week Of: October 12-18

| CITY            | ABC                                  | CBS           | DuM      | NBC           |
|-----------------|--------------------------------------|---------------|----------|---------------|
| New York City   | WJZ(89)                              | WCBS(103 1/2) | WABD(71) | WNBT(102 1/2) |
| Nashville, Tenn | WSM-TV(87 1/4) Served by all nets    |               |          |               |
| Fort Worth, Tex | WBAP-TV (112 1/2) ABC, NBC affiliate |               |          |               |

Movie Features And Shorts Of An Entertainment Nature, Not Originally Made  
For TV, Excluding News And Sportsreels: Total Hours, Week Of: October 12-18

| CITY           | ABC                              | CBS      | DuM         | NBC          | INDEPENDENT  |
|----------------|----------------------------------|----------|-------------|--------------|--------------|
| New York Local | WJZ(41 1/2)                      | WCBS(27) | WABD(9 1/2) | WNBT(21 3/4) | WPIX(31 1/2) |
| Nashville      | WSM-TV(7 1/4) Served by all nets |          |             |              |              |
| Fort Worth     | WBAP-TV(20) ABC, NBC affiliate   |          |             |              |              |

EDITOR'S NOTE: While every effort has been made to insure the accuracy of these compilations, they are presented only as approximations and should only be used as such.





OCTOBER 19-25, 1952

VOL 4 NO 5 SUPPLEMENT D

# Ross Reports

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

EDITOR: Jerry Leichter  
ASSOC EDS: David B Graham  
Alvin Sullum  
BUS MGR: Darry A King

### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(19)

ABC - 11:30am-12noon; DEBUT; Junior Press Conference; from WFIL-TV(Philadelphia) to the net (not WJZ-TV, NY); Sustaining; Prod - Mrs Ruth Geri Hagy; Mrs Hagy will be moderator of program on which college correspondents from campus newspapers throughout the United States will interview well known national and international personalities.

CBS - 12:15-12:30pm; DEBUT; All Aboard; from WCBS-TV(NY) to the net; Sponsor - The Lionel Corp(Lionel Trains) thru Buchanan; Pkgr - Lester Lewis Assoc; Prod - Lester Lewis; Dir - Frederic A Carr; Writers - Lawrence Markes and Mort Lewis, alternate weeks; ventriloquist 'Skeets' Minton stars, with singer Junie Keegan and celebrity guest each week; comedy evolves about the way Minton angles his way out of situations arising from the antics of his dummy, 'Jimmy Morton.'

NBC - 2:30-4pm; HIGHLIGHT; 'Billy Budd' - NBC Television Opera Theater; from WNBT(NY) to the net; Sustaining; Benjamin Britten's opera will have its first performance in the United States as the first production of the fourth season of the NBC TV Opera series; libretto by E M Forster and Eric Crozier, based on the novelette by Herman Melville; Prod - Samuel Chotzinoff; Music & Artistic Dir & Conductor - Peter Herman Adler; Assoc Prod - Charles Polacheck; TV Dir - Kirk Browning; Asst Conductor - Leo Mueller; Asst TV Dir - John Block; Sets - William Molyneux; Costumes - John Boxer; Makeup - Dick Smith; Theodore Uppman, Andrew McKinley and Leon Lishner are featured as Billy Budd, Captain Vere and Claggert, respectively, with Kenneth Smith, David Williams, Paul Ukena, Robert Holland, Robert Gose, Warren Galjour, Roy Raymond, Howard Fried, Francis Monachino, William Carson, William Aiken, Jan Zadorozny, William Ryan, John Kuhn, Joseph Boardman, Joel Rappaport, Pernell Roberts and Fred Catania.

NBC - 5:30-6pm alt weeks; RETURN; Meet the Masters; from WNBT(ON FILM) to 8 sta & 7 spots; Sponsor - Lees Carpet Co thru D'Arcy; Produced in Hollywood by World Artists, headed by Rudolph Polk; series shows concert musicians both on and off the stage.

#### Tue(21)

NBC - 11-11:30pm; HIGHLIGHT; NY Herald-Tribune Forum - Eisenhower & Stevenson; Whitelaw Reid, editor of the NY Herald-Tribune, will act as host at the newspaper's forum at the Waldorf Astoria Hotel, with General Eisenhower speaking 'live', followed by Gov Stevenson, who will be seen and heard on a film made expressly for the Forum.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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Main body of faint, illegible text, appearing to be several paragraphs of a document or report.

Sat(25)

CBS - 9-9:30pm; DEBUT; Meet Millie; from KNXT(Hwood) to the net; Sustaining; Prod - Jack Donohue and Frank Galen; Dir - Jack Donohue; Writers - Frank Galen, Howard Leeds and Arthur Julian; Elena Verdugo stars in new comedy series that has been heard on CBS Radio for the past eighteen months; Florence Halop will play 'Mama', with Earl Ross, Ross Ford and Marvin Kaplan.

LAST WEEK'S NETWORK CHANGES

ABC - Live Like a Millionaire; RETURN Oct 18; Sat 7:30-8pm; from WJZ-TV to the net; Sponsor - Charles Antell('Formula 7' & 'Fastab') thru Television Advertising Associates; Pkgr - Masterson, Reddy & Nelson; Prod - Jerry Bowne; Music - Ivan Ditmars & orch; John Nelson MC's program, seen last season on CBS-TV; parents, sponsored by their children, compete in all forms of entertainment, with the winner awarded an amount equal to one week's interest on a million dollars, plus an all-expense vacation for one week at a swank resort for the family.

CBS - Leave It To Larry; TITLE CHANGE; Debut Oct 14 Tue 8-8:30pm; from WCBS-TV(NY) to the net; Sustaining; Prod - Leo Solomon; Dir - Mervyn Nelson & Allen Reisner; Writers - Leo Solomon, Vinnie Bogert, Billie Friedberg; Eddie Albert stars in situation comedy program formerly known as Leave it to Lester; regular supporting cast included Ed Begley, Olive Templeton, Katharine Bard, Bradley Huston, Gene Lee and Patsy Bruder.

NETWORK SPONSOR ACTIVITY

WILLYS-OVERLAND(Aero-Willys Passenger Car) thru Ewell & Thurber Assoc, has signed to sponsor one-fifth of the forthcoming Ford Foundation's Omnibus series, starting Sunday, November 9th, over CBS-TV from 4:30-6pm. Contract is for twenty-six weeks.

GILLETTE SAFETY RAZOR CO thru Maxon, will sponsor the Orange Bowl Game from Miami, Florida, on New Year's Day, over the CBS Television and Radio networks.

LONGINES-WITTNAUER thru Victor A Bennett, will sponsor special hour-long 'Festivals of Music' programs on Thanksgiving and Christmas over CBS-TV.

KELLOGG CO thru Leo Burnett, will drop its participating sponsorship of All Star Revue (NBC-TV Sat 8-9pm) after its current contract expires on December 27th.

REYNOLDS METALS thru Buchanan, reported dissatisfied with their film buy of Doc Corkle, the Eddie Mayehoff starrer, on NBC-TV Sun 7:30-8pm, is preparing to replace the program with a live show, Mr Peepers, which was the very successful summer replacement for Ford Festival on NBC-TV. Change is scheduled to take place either Oct 26 or Nov 2.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Inside Israel; DEBUT Oct 19; Sun 1:30-1:45pm; Sponsor - Script for New York Israel, Inc; Prod - Sam Elfert; Dir - Barry Shear; Writer - Bartley C Crum; Mr Crum, noted lawyer, author and former presidential appointee to the Anglo-Palestine Commission of Inquiry, conducts the new program which features comments on the week's events in Israel, as well as discussions of happenings in the entire Middle East, as they effect the new nation; interviews with prominent guests are supplemented by motion pictures and stills taken in Israel. Melvin Elliot assists Mr Crum.

9:30 AM - 10:00 AM: Meeting with the Board of Directors. Agenda items include: Review of quarterly financial statements, discussion of the proposed budget for the next fiscal year, and approval of the minutes from the previous meeting. The meeting was held in the Boardroom on the 15th floor of the company headquarters.

MEMORANDUM FOR THE BOARD OF DIRECTORS

Re: Review of quarterly financial statements and proposed budget for the next fiscal year. The quarterly financial statements for the first quarter of the fiscal year have been reviewed and found to be in accordance with the generally accepted accounting principles. The proposed budget for the next fiscal year is also in line with the company's strategic plan and is expected to result in a profitable year.

The Board is recommended to approve the quarterly financial statements and the proposed budget for the next fiscal year. It is also recommended that the Board authorize the management to implement the budget and to report back to the Board on a regular basis.

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LOCAL STATION ACTIVITY(Cont'd)

- WJZ-TV(Ch 7)- Valentino; DEBUT Oct 20; Mon & Thu 11-11:15pm; Sustaining; Prod-Dir - New York Ray Abel; Barry Valentino, baritone, will be host of new program, inviting his viewers to join him at a secluded hunting lodge where he renders romantic love songs.
- First Date with the Continental; DEBUT Oct 21; Tue & Fri 11-11:15pm; Sustaining; Pkgr - Masterson, Reddy & Nelson; Prod-Dir - Ray Abel; Renzo Cesana, who appeared on CBS-TV last season, will meet with couples who are having their first date together, and will then send them to a night club to spend an evening together; in addition, the couples will receive various gifts.
- The Gloria Parker Show; DEBUT Oct 24; Fri 11-11:15pm; Sustaining; Prod-Dir - Roger Shope; Gloria Parker, vocalist and musician, will perform.
- Claire Mann Show is new title for It's A Woman's World; Thu 1-1:30pm.
- WNBT(Ch 4) - The Human Frontiers; DEBUT Oct 14; Tue & Thu 7-7:15pm; Sustaining; NY Dir - James Elson; Ed Herlihy and Dr Robert M Goldenson in a program with the latest developments in scientific study and research.
- WOR-TV(Ch 9)- PROGRAM CHANGES: Rod & Gun Club, which was off the schedule, is now NY seen Fridays 9:25-9:45pm; Music in Silhouette's last program was Oct 11; Tiny Fairbanks is now seen at 7:30-8pm Sun, not 7:35-8pm; John Wingate News, Sun 7:30-7:35pm, is off, as is Tonight's Newsreel on Sun 11-11:05pm. Barbara Welles is now seen Tue & Thu 2:45-3pm.
- WPIX(Ch 11) - Madison Square Garden Sports; RETURN Oct 22; Sun thru Thursday 9pm- NY end of events (basketball games start at 9:30pm); Dir - Jack Murphy; Assoc Dir - Arthur Susskind Jr & Jack Felice; Jimmy Powers will be sportscaster for 93 separate events from Madison Square Garden in NY.
- KECA-TV(Ch 7)-The Jack Owens Show; DEBUT Oct 13; Mon thru Fri 6:15-6:45pm; Sustain- Hollywood ing; Prod Superv - Harfield Weedon; Dir - Bill Zeck; Writers - Harfield Weedon & Jack Owens; half-hour musical variety program, starring Jack Owens, his 18-year-old daughter Mary Ann, the Bobby Hammack quartet, and guests.
- KTLA(Ch 5) - Jim Clinton Clothing Stores thru Milton Weinberg Advertising, has Hwood contracted for approximately \$500,000 worth of time on 2 multiple program sponsorship rotating schedules in a one year period, effective October 5.
- KTTV(Ch 11) - How Does It Work? DEBUT Oct 18; Sat 4:45-5:15pm; Sustaining; Prod - Hwood Arnold Pike; Dir - Joe Agnello; Arnold Pike, of the California Teachers Assn, will moderate program designed to show viewers what is taught in public schools in the way of science.
- International Brotherhood of Teamsters Convention; HIGHLIGHT Oct 13 & Oct 17; two sessions of the 16th national convention of the world's largest labor union, were televised, with speakers including Governor Earl Warren, and Daniel Tobin, president, and Dave Beck, executive vice-president of the union.

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LOCAL STATION ACTIVITY(Cont'd)

WFIL-TV(Ch 6) - The Market Basket; DEBUT Oct 13; Mon, Wed & Fri 10:45-11am; new Philadelphia program, with Deborah Adams, features special menu carefully planned around the day's best food buys.

The Woman's Page; DEBUT Oct 20; Mon thru Fri 2:30-3pm; Violet Hale, Mary & Howard Jones, Peggy Towne and Deborah Adams, TV columnists, assisted by Barbara Wilson, and other guests, will keep homemakers informed on a variety of subjects.

WGN-TV(Ch 9) - Speak Up; DEBUT Oct 16; Thu 7:30-8pm; Sponsor - Employers Assn of Chicago; Robert F Hurleigh, reporter & commentator, will interview employees who present their work problems to a panel of employee-employer relations counsellors.

FILM REPORT

FRANK CAPRA TO MAKE TV FILMS FOR AT&T, having signed with that company to produce and supervise a series of thirteen one-hour semi-documentary science films for TV at an average cost of \$200,000 each. First film in the series, to be made in Hollywood in December, will be "The Sun", to be followed by "The Moon" and other celestial subjects.

GEOFFREY JONES PLANNING SECRET AGENT SERIES, with pilot film having been shot in various European cities. The pilot, "The Man from Capri", stars Signe Hasso as the secret agent of the title, in the guise of a night club singer and film star who travels from city to city with her maid. Geoffrey Jones is executive producer and president of Scally Productions, packager of the series. Robert Gordon Edwards produced, Gene Milford directed. Jones plans to use writers of the caliber of Keith Winter, who worked on the pilot, and will have a staff writer on location should changes be necessary.

BIG TOWN FILMS TO BE CONTINUED, with the announced contracting of Jack Gross & Philip Krasne to produce an additional 52 films for Lever Bros. Marshall Grant of Ruthrauff & Ryan, who was instrumental in having the series changed from a live to film format, handled the new deal, which will mark the end of R&R's association with Lever Bros, the sponsor having switched the Rinso and Spry accounts to other agencies. Reported price on new contract is approximately \$1,200,000.

THE CONTINENTAL SIGNED BY DYNAMIC FILMS to do a series of 104 programs on film for TV. Renzo Cesana, "The Continental", will hold to the original format that made a name for him, with shooting currently underway in Dynamic's NY studios. Current plans call for full integration within the program of regional sponsors' commercials.

NBC DISCONTINUING DANGEROUS ASSIGNMENT SERIES following completion of the last of the current 39 films. Starring Brian Donlevy, the series is produced by Harold E Knox for Don Sharpe. Although adjudged successful, the original production costs were high, and the series has not yet earned enough profit to warrant further filming. NBC Film Syndications handled sales for the network.

FANTASY FEATURES PRODUCING BOBO, THE HOBO, new quarter-hour puppet series which is being made for sponsorship by independent bakers throughout the US; puppets are operated by Zuny Maud and Nat Norbert. Lorraine Lester is producer, Bud Fishel is writing the stories, George Lesner is composing original music and Alice Hammerstein is the lyricist. Mahlon-Mohr Associates is the distributor for the series.

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FILM REPORT(Cont'd)

STERLING TO RELEASE THE SEARCH FOR CHRIST, new film series consisting of 13 fifteen-minute episodes portraying incidents in the life of Christ - as told by a boy and his tutor of 2,000 years ago. A non-denominational series produced by Illustrate, Inc of Los Angeles, the films are primarily intended for a children's audience. The still picture technique with dialogue has been employed in the production of the films.

DUBBING FOR ITALIAN FILMS PAYS EXTRA FOR TV SALE, according to agreement between Italian Films Export and the Screen Actors Guild. The clause in the IFE-SAG contract guarantees performers additional payments should a dubbed picture be sold to television. IFE is expected to dub approximately ten films per year.

MAJOR ATTRACTIONS LEASES SOL WURTZEL BACKLOG of feature films, some of which were released as late as 1949 for theatrical showings, mostly distributed by 20th Century-Fox. The contract with Major, which will turn the films over to Unity TV for television distribution, not only includes all Wurtzel's backlog, but all future productions as well. Reported price is over the half-million mark.

NEWS DIGEST

TOP TEN TV SHOWS FOR SEPTEMBER LISTED BY NIELSEN, were released last week, with the programs rated for number of homes reached and percent of homes reached in program station areas, as follows:

|                                 | <u>Homes(000)</u> |                                | <u>Homes (%)</u> |
|---------------------------------|-------------------|--------------------------------|------------------|
| Dragnet                         | 8,582             | Dragnet                        | 50.8             |
| My Little Margie                | 8,279             | Gangbusters                    | 48.6             |
| Pabst Blue Ribbon Bouts         | 7,872             | Talent Scouts                  | 48.6             |
| Godfrey & Friends(Chesterfield) | 7,575             | My Little Margie               | 45.7             |
| Gangbusters                     | 7,060             | Pabst Blue Ribbon Bouts        | 45.5             |
| Godfrey&Friends(Toni-Gillette)  | 7,018             | Godfrey & Friends(Chsterfield) | 43.9             |
| Robt Montgomery Presents        | 6,904             | Your Show of Shows(Partic)     | 42.7             |
| You Bet Your Life               | 6,676             | Robt Montgomery Presents       | 42.1             |
| Your Show of Shows(Partic)      | 6,544             | Big Town                       | 41.1             |
| Your Show of Shows(Camels)      | 6,451             | Your Show of Shows(Camels)     | 40.8             |

TRENDEX RATINGS FOR OCTOBER 1-7, based on one live telecast during that period, are as follows:

|                   |      |                             |      |
|-------------------|------|-----------------------------|------|
| I Love Lucy       | 60.2 | Toast of the Town           | 37.6 |
| Talent Scouts     | 46.2 | Groucho Marx(Bet Your Life) | 36.1 |
| Gangbusters       | 45.7 | Your Show of Shows          | 34.2 |
| Life With Luigi   | 39.7 | Racket Squad                | 33.6 |
| Godfrey & Friends | 39.5 | Jack Benny                  | 33.5 |

SOUTHEASTERN TV CONFERENCE SET FOR DECEMBER 3 & 4, having been moved back to those dates from a late October schedule. Sponsored by Station WBTV(Charlotte,NC), the conference, to be held in Charlotte, is for the benefit of all prospective television station operators. Originally planned as a series of seminars on programming production, engineering, and other subjects, plans now are for other stations to participate in the conference in line with the broadened concept of the conference, thus enabling prospective operators to benefit from additional sources of information.



NEWS DIGEST(Cont'd)

CBS & NBC USING ELECTRONIC CALCULATORS FOR ELECTION RETURNS; CBS using Remington Rand's all-electronic, high speed UNIVAC(Universal Automatic Computer), described as the latest and most versatile of the 'Giant Brains', and NBC using 'Mike Monrobot', a product of the Monroe Calculating Machine Co, this described as the fastest - not the biggest - electronic computer in the country. At any rate, both networks are going all out to insure fast and complete election coverage.

LENNEN & NEWELL'S ANNUAL BILLINGS \$30,000,000, with the new agency, succeeding Lennen & Mitchell, formally launched on October 14. According to Philip Lennen, chairman of the board, the new agency has added \$10,000,000 in billings in the past four months, with new accounts including Carlton House, Chicopee Mills, Emerson Drug, Embassy Cigarettes, Schlitz Beer and United Aircraft. Other major accounts of the agency are Colgate, Dorothy Gray, Lehn & Fink, P Lorillard, Scripps-Howard, Calvert Distillers and the Swedish-American Line.

WATERBURY NEWSPAPER WITHDRAWS APPLICATION FOR TV STATION, thereby eliminating a contest for the only channel assigned to that Connecticut city, Channel 53. The paper, the American-Republican, advised the FCC that its action was prompted in order to permit awarding an outlet to Waterbury as soon as possible. WATR, Inc, is now the only applicant for the channel.

NEW WFIL RADIO & TV CENTER ERECTED IN PHILADELPHIA, with all divisions of the WFIL operation - radio, television, film and newsreel - to be housed under one roof. Occupying 33,000 square feet of combined studio and office space, the new construction is highlighted by features such as studios easily converted to either radio or TV use, production activities of varied scope, simplified control room operation, and enlarged newsreel and film facilities.

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PERSONNEL CHANGES: Theodore Streibert, president of WOR since 1945, has resigned from that post and as vice-president of General Teleradio, Inc. He will continue to serve on the board of directors of the Mutual Broadcasting System.....Rex Coston has joined the TV production department of Hewitt, Ogilvy, Benson & Mather, replacing Howard Haines who resigned to work with the Cerebral Palsy Foundation. Coston was most recently with WCBS-TV as a writer, and prior to that was a CBS Radio director.....Elaine Sloat, formerly of Benton & Bowles, has joined the radio-TV department of N W Ayer(New York) as a time-buyer.....Ib Melchior, who is associate producer on a film series for G-L Enterprises, retains his position as staff director with CBS-TV.....Frances Fradin, formerly with Kenyon & Eckhardt, has joined the TV copy department of Benton & Bowles.....Wilbur S Edwards, manager of KNXT, CBS-TV owned station in Hollywood, has been appointed General Sales Manager of CBS Television Film Sales. He will make his headquarters in New York, with sales offices in **Chicago**, Los Angeles and Memphis.

William Chalmers has resigned as vice-president and radio-TV director of the Grey agency, effective November 1. He has been with the agency for the past eighteen months, having previously served as radio-TV director at Kenyon & Eckhardt.....Walter Kingsley, formerly Los Angeles account executive for Ziv TV, is now western division manager in Ziv's expanded sales activities, with Albert S Coustin, former NY account executive, becoming eastern division sales manager. Newly added to the organization as account executives are Don Staley in Los Angeles, C E McCurry for Virginia and North Carolina, and Charles Britt in Memphis.....William Finkeldey, formerly with Capitol Records, and Morton Brades, former assistant publisher of the Philadelphia Daily News, have joined Consolidated Television Sales as sales account executives.....Alfred S Lowrey has been made director of TV for Syers, Pickle & Winn, Austin, Texas, advertising agency.

1950-1951

THE 1950-1951 SEASON WAS THE MOST SUCCESSFUL IN THE HISTORY OF THE BUREAU OF ENTOMOLOGY AND PLANT QUARANTINE. THE BUREAU HAS BEEN AWARDED THE NATIONAL ACADEMY OF SCIENCES HONORARY MEMBERSHIP FOR THE YEAR 1950. THE BUREAU HAS BEEN AWARDED THE NATIONAL ACADEMY OF SCIENCES HONORARY MEMBERSHIP FOR THE YEAR 1950. THE BUREAU HAS BEEN AWARDED THE NATIONAL ACADEMY OF SCIENCES HONORARY MEMBERSHIP FOR THE YEAR 1950.

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1952-1953

THE BUREAU HAS BEEN AWARDED THE NATIONAL ACADEMY OF SCIENCES HONORARY MEMBERSHIP FOR THE YEAR 1952. THE BUREAU HAS BEEN AWARDED THE NATIONAL ACADEMY OF SCIENCES HONORARY MEMBERSHIP FOR THE YEAR 1952. THE BUREAU HAS BEEN AWARDED THE NATIONAL ACADEMY OF SCIENCES HONORARY MEMBERSHIP FOR THE YEAR 1952.

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TALENT SHOWSHEET OCTOBER 20-26, 1952

PROGRAM NET TIME(EST) TALENT ROSTER & NEWSWORTHY GUESTS

Most of the shows on October 17, 18, 19 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, October 24. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY OCTOBER 17
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|                                            |            |                                                                                                                                                                                                                    |
|--------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)                | CBS 8pm    | <u>Mama &amp; The Baby</u> - (O) by Gail Ingram; with regulars & Mary Fickett, Janet Parker; (SD)                                                                                                                  |
| <u>Dark Of Night</u><br>(Carl Low)         | DuM 8:30   | Bramwell Fletcher, Joe Downing, Dora Sayers, Joey Forman; (SW & SD)                                                                                                                                                |
| <u>Gulf Playhouse</u>                      | NBC 8:30   | <u>The Rose</u> - (O) by Ann Dixon; with Gene Lockhart, Mildred Dunnock, Jonathan Marlowe, Conrad Janis, Joseph Buloff, Alan Hewitt, Betty Lynn, Margaret Hamilton, Eddie Bruce; (SD)                              |
| <u>The Big Story</u><br>(Robert Sloane)    | NBC 9pm    | <u>Frank Winge &amp; Peg Kennedy, Chicago Sun-Times</u> - (O) by Alvin Boretz; with Russell Hardie, Audra Lindley, Royal Beal, Lorraine Kirby, Robert Ludlum, Olive Dunbar, Leslie Barrett, Vincent Van Lynn; (SD) |
| <u>The Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30   | regulars & Mary Linn Beller, William A Lee, Truman Smith; (SW & SD)                                                                                                                                                |
| <u>Tales Of Tomorrow</u>                   | ABC 9:30   | <u>Double Trouble</u> - (O) by Paul Tripp, (A) by Armand Aulicino; with Paul Tripp, Ruth Enders, Ferdi Hoffman, Raymond Bailey, Frank Marth, Harrison Dowd, Joe Abdullah; (SD)                                     |
| <u>Twenty Questions</u><br>(Bill Slater)   | DuM 10pm   | Edith Fellows & regulars                                                                                                                                                                                           |
| <u>Teledrama 10:30</u>                     | WCBS 10:30 | <u>Girl Or Ghost</u> - with Gloria Saunders                                                                                                                                                                        |

SATURDAY OCTOBER 18  
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<u>It's News To Me</u> (John Daly)	CBS 6:30	Anna Lee, Quentin Reynolds, Russell Crouse, Nina Foch
<u>Dick Tracy</u> (Ralph Byrd)	WABD 6:30	<u>The Payroll Robbery</u> - (O) by Robert Leslie Bellem; with Joe Devlin, Jo Carroll Dennison, Pierre Watkin, Fred Kohler, Jr, Nestor Paiva, George Offerman, Jr, Dick Elliott, Byron Foulger, Grace Field; (Dir) by B Reaves Eason (FILM)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Skeets Minton (ventriloquist), Bryan Field (horseman), Rosalind Courtwright (S)
<u>Trapped</u>	WOR 7:30	<u>A Man Worth Killing</u> - (O) by Jerry Hackady; with Donald Curtis, Malcolm Beggs, David Hooks, Wendell Phillips; (SD)
<u>All Star Revue</u> (Jimmy Durante)	NBC 8pm	Frank Sinatra (S), Fifi D'Orsay & regulars (with Durante) Eddie Jackson (S), Jack Roth (M), Jules Buffano (M) (FROM HOLLYWOOD)

SATURDAY OCTOBER 18 (Contd)
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Jackie Gleason CBS 8pm Morton Downey (S)  
Your Show Of Shows NBC 9pm regulars & Alicia Markova (D), guest hostess  
(Caesar & Coca)

SUNDAY OCTOBER 19  
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Tootsie Hippodrome ABC 12:15 The Campbells (jugglers), Agramonte (slack wire)
(John Reed King)
Kiddie Kollege WABD 12:30 Gene Stanlee (wrestler)
(Les Sand)
Frontiers Of Faith NBC 1:30 The Water - (O) by John Pinto; with Frank
McHugh
American Inventory NBC 2pm The Opening Of A Door - (O) by William Hodapp;
(Lockwood Doty) with Jane King, Albert Stauderman, Elsyse Morris,
Harry K Smith, Kenny Printz; (SD) (FROM PHILADELPHIA)
Hallmark Theater NBC 4:30 Faith Is A Nine Letter Word - (O) by Walter
Black & William Mendrek; with Pat Breslin,
Cliff Robertson, John O'Hare, Mona Bruns, Don McClelland,
Natalie Core, Katherine Copeland; (SD)
Super Circus ABC 5pm Great Barton (balancing), Anden's Dogs, Holly &
(Claude Kirchner) Bedard (trampoline), Marcus Troupe (jugglers)
Roy Rogers NBC 6:30 Badman's Brother - with Robert Hyatt, Harry Mac-
(& Dale Evans) kin, Harry Harvey, Minerva Urecal, Francis
McDonald, Riley Hill, Sandy Sanders; (FILM)
Colgate Comedy Hour NBC 8pm Elizabeth Scott, Gisele McKenzie (S); Sid Fields,
(Bud Abbott & Joe Kirk, Bobby Barbour (C); (SW) by John Grant
Lou Costello) & Elwood Ullman; (Prod & Staged) by Ed Sobol; (Music) by Al
Goodman (FROM HOLLYWOOD)
Rocky King DuM 9pm Death Has Dark Hands - (O) by Robert Corcoran;
(Roscoe Karns) with regulars & Sara Anderson, Joseph Silver,
George Cotton, Tom Gorman; (SD)
Philco TV Playhouse NBC 9pm Uncertain Heritage - (O) by Harry W Junkin;
with Peter Brandon, Margalo Gilmore, John Hoyt,
Ann Shoemaker, Lamont Johnson, David White, Jerry Crews; (SD)
Plainclothes Man DuM 9:30 The Blind Eye Witness - with Joyce Randolph,
(Ken Lynch) Dehl Berti, Phil Foster, Ed Peck, Bob Middleton;
(SW & SD)
The Doctor NBC 10pm Those Who Wait - (O) by Rod Serling; with Ber-
(Warner Anderson) nadine Hayes, Walter Sande, Lamont Johnson, Mary
Anderson, Kasia Orzazewski, Myra McKinney, John Crawford,
Frank Wilcox; (Dir) by Don Siegel (FILM)
Arthur Murray Party DuM 10pm Tony Bennett (S), Bert Wheeler (C), Mary McCar-
(Kathryn Murray) ty (S), The Cabots (D)

MONDAY OCTOBER 20
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Hollywood Screen Test ABC 7:30 First Edition - (SW); with Donald Cook, Richard  
(Neil Hamilton) Purdy, Deirdre Owens; (SD)





MONDAY OCTOBER 20 (Contd)  
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|------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lux Video Theater</u>                       | CBS 8pm    | <u>The Country Lawyer</u> - (O) by Bellamy Partridge, (A) by Henry Denker; with Thomas Mitchell, Russell Collins, Whit Bissell, Harry Antrim, Dorothy Blackburn, Charles Thompson, John McGovern; (SD) by Richard Goode                                                                                                                                                                                                                                                                       |
| <u>Voice Of Firestone</u><br>(Howard Barlow)   | NBC 8:30   | Cesare Siepi (basso)                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <u>Talent Scouts</u><br>(Arthur Godfrey)       | CBS 8:30   | George Youman (M), Ray Richards, Joan Laura Borghese (S), The Two Jesters (M); Garry Moore substitutes for Godfrey this show only                                                                                                                                                                                                                                                                                                                                                             |
| <u>Guide Right</u><br>(Don Russell)            | DuM 9pm    | Eddie Fisher (S), June Valli (S)                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <u>Hollyw'd Opening Night</u>                  | NBC 9pm    | <u>Delaying Action</u> - (O) by Walter A Pennimo; (A) by Forrest Kleinman; with John Hodiak, John Agar, Tab Hunter, Keye Luke; (SD) (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                          |
| <u>Robert Montgomery</u>                       | NBC 9:30   | <u>Keane vs Keane</u> - (O) by Elaine Carrington; with Wandra Hendrix, James Daly, Barbara Baxley, Tom Coley, Jean Stapleton, Donald McKee, Alexander Lockwood, Jim McMahon, William Neff, Genevieve Frizell, Ruth Saville; (SD) by Norman Felton                                                                                                                                                                                                                                             |
| <u>Studio One</u>                              | CBS 10pm   | <u>The Great Conspiracy</u> - (O) by Michael Dyne, (A) by Mel Goldberg; with Will Kuluva, Henry Lascoe, Victoria Ward, Priscilla Gillette, Frederic Tozere, Reinhold Schunzel, Scott Forbes, Alfred Hesse, Conrad Bain, Carol Beazie, Max Fischer, Benedict MacQuarrie, Will Hussung, Jerry Lazare, Tom Avera, Cliff Owen, Dario Barri, Sean Callary, Sorrell Book, Maureen Stacy, Aura Vania, Norma Lee Clark, Louise Segal, Irene Cowan, Janet Paul, Gene Anton; (SD) by Franklin Schaffner |
| <u>Who Said That?</u><br>(Walter Kiernan)      | NBC 10:30  | June Lockhart, Morgan Beatty (commentator), Gene Raymond (NET EXCEPT WNBT)                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <u>Dangerous Assignment</u><br>(Brian Donlevy) | WNBT 10:30 | <u>The Case Of The Finger Man</u> - (O) by Monroe Manning & Fritz Blocki; with William Washington, Bob Carson, Frances Chisholm, Mary Shipp, J Anthony Hughes, Louis A Nicoletti, Marion Miller, Lynne Millan (FILM)                                                                                                                                                                                                                                                                          |

TUESDAY OCTOBER 21  
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|                                              |         |                                                                                                                                                                                                                                 |
|----------------------------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Texaco Star Theater</u><br>(Milton Berle) | NBC 8pm | Rudy Vallee (S), Roland Young (C), Rose Marie (S), Mel Torme (S), Bobby Sherwood (M)                                                                                                                                            |
| <u>Leave It To Larry</u><br>(Eddie Albert)   | CBS 8pm | regulars: Ed Begley, Olive Templeton, Katharine Bard, Bradley Huston, Gene Lee, Patsy Bruder; & Alice Pearce, Ruth McDevitt; Scripts by (SW) Leo Solomon, Vinnie Bogert, Billie Friedberg; (SD) by Mervyn Nelson, Allen Reisner |
| <u>City Hospital</u><br>(Melville Ruick)     | CBS 9pm | <u>Out Of This World</u> - (SW); with Fran Carlon, Eugene Francis, Olive Deering, Bobby Nick; (SD) by Cort Steen                                                                                                                |
| <u>Where Was I?</u><br>(Ken Roberts)         | DuM 9pm | Viveca Lindfors, guest; & regulars.                                                                                                                                                                                             |

THE UNIVERSITY OF CHICAGO

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------|
| <p>The University Library - (1) by William Brewster, 1857; (2) by John James Audubon, 1827; (3) by Thomas M. Davis, 1865; (4) by Lewis Carroll, 1856; (5) by Richard G. Lusk, 1867.</p> | <p>1857-1867</p> | <p>John V. Allen, Treasurer</p> |
| <p>George Easton (1868)</p>                                                                                                                                                             | <p>1868</p>      | <p>Value of Expenses</p>        |
| <p>George Easton (1868), John James Audubon (1827), Thomas M. Davis (1865), Lewis Carroll (1856), Richard G. Lusk (1867)</p>                                                            | <p>1868-1869</p> | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1869</p>      | <p>Value of Expenses</p>        |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1870</p>      | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1871</p>      | <p>Value of Expenses</p>        |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1872</p>      | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1873</p>      | <p>Value of Expenses</p>        |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1874</p>      | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1875</p>      | <p>Value of Expenses</p>        |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1876</p>      | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1877</p>      | <p>Value of Expenses</p>        |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1878</p>      | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1879</p>      | <p>Value of Expenses</p>        |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1880</p>      | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1881</p>      | <p>Value of Expenses</p>        |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1882</p>      | <p>John V. Allen, Treasurer</p> |
| <p>John V. Allen (1868)</p>                                                                                                                                                             | <p>1883</p>      | <p>Value of Expenses</p>        |

TUESDAY OCTOBER 21 (Contd)  
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Fireside Theater NBC 9pm The Sheriff - (O) by Richard Huebler, (A) by James Gunn; with Jim Davis, Andrea King, Kim Spalding, Hugh Sanders, Herb Vigran, Gertrude Graner, Strother Martin, Bob Greer, Doug York, Frederick Foote; (SD) (FILM)

Armstrong O Theater NBC 9:30 Pre-empted by political talk

Quick On The Draw DuM 9:30 Oleg Cassini (designer), Billy Williams (S)

Suspense CBS 9:30 The Man Who Had 7 Hours - (O) by Leo Davis; Robert Sterling, Gaby Rodgers, Walter Kohler, Ludie Claire, Susan Caubet, Marcel Hillaire, MacLean Savage; (SD)

Danger CBS 10pm The Payoff - (O) by James Cain, (A) by Mel Goldberg; with Richard McMurray, Fred Scully, James Bender, Jack Warden, Sally Gracie; (SD)

WEDNESDAY OCTOBER 22  
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Godfrey & Friends CBS 8pm Jerry Colonna substitutes for Godfrey this show only

Ellery Queen  
(Lee Bowman & Florenz Ames) ABC 9pm A Touch Of Death - (O) by B Loring; with Raimonda Orselli, Frank Sutton, Florence Stanley, Betty Beuhler, Lauri Collier, Maurice Fain; (SD)

Kraft TV Theater NBC 9pm A Long Night In Forty Mile - (O) by Carey Wilber; with John Baragrey, Hildy Parks, Fred Stewart, Alan Shayne, Carol Wheeler, Dan Morgan, Joe Maross, Curtis Cooksey, Jack Arthur, Stuart Mackintosh; (SD) by Stanley Quinn

What 1 Person Can Do  
(Father Keller) WOR 9:15 Jerry Colonna (FILM)

Man Against Crime  
(Ralph Bellamy) CBS 9:30 Joy Ride - (O) by Joseph C Ellis; with John Pavelko, Joseph Downing, Dorothy Patten, Vincent Barbi, Michael Enserro, Nat Frey, Marc Hamilton; (SD) (FILM)

The Unexpected  
(Herbert Marshall) WNBT 10:30 Bright Boy - with Tom Drake (FILM)

THURSDAY OCTOBER 23  
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T Men In Action  
(Walter Greaza) NBC 8:30 The Case Of The Miserly Minter - (O) by Robert Sloane; with Ernest Borgnine, Vaughn Taylor, Griff Evans, Frank Campanella, Ray Bramley, Willie Burt; (SD)

Singer 4\* Playhouse CBS 8:30 The Lost Silk Hat - (O) by Lord Dunsany, (A) by Milt Merling & Ronald Colman; with Ronald Colman, Richard Whorf, Jay Novello, Tudor Owen; (Dir) by Robert Florey (FILM)

Big Town  
(Pat McVey & Jane Nigh) CBS 9:30 The Brothers - (O) by Lawrence Kimball; with Hugh Beaumont, Marjorie Lord, Alan Wells, Bobby Hyatt, Gayne Whitman, Buddy Mason, Chuck Hamilton, Brick Sullivan, Bill Hamil, Jake Harrison; (SD) by Charles Haas (FILM)

| Play Title                         | Author              | Director | Cast |
|------------------------------------|---------------------|----------|------|
| <u>The Merchant of Venice</u>      | William Shakespeare | ...      | ...  |
| <u>As You Like It</u>              | William Shakespeare | ...      | ...  |
| <u>A Midsummer Night's Dream</u>   | William Shakespeare | ...      | ...  |
| <u>Twelfth Night</u>               | William Shakespeare | ...      | ...  |
| <u>Henry IV, Part I</u>            | William Shakespeare | ...      | ...  |
| <u>Henry IV, Part II</u>           | William Shakespeare | ...      | ...  |
| <u>Henry V</u>                     | William Shakespeare | ...      | ...  |
| <u>Julius Caesar</u>               | William Shakespeare | ...      | ...  |
| <u>Antony and Cleopatra</u>        | William Shakespeare | ...      | ...  |
| <u>Coriolanus</u>                  | William Shakespeare | ...      | ...  |
| <u>Cymbeline</u>                   | William Shakespeare | ...      | ...  |
| <u>The Winter's Tale</u>           | William Shakespeare | ...      | ...  |
| <u>The Tempest</u>                 | William Shakespeare | ...      | ...  |
| <u>Pericles, Prince of Tyre</u>    | William Shakespeare | ...      | ...  |
| <u>The Two Gentlemen of Verona</u> | William Shakespeare | ...      | ...  |
| <u>The Merry Wives of Windsor</u>  | William Shakespeare | ...      | ...  |
| <u>A Comedy of Errors</u>          | William Shakespeare | ...      | ...  |
| <u>The Taming of the Shrew</u>     | William Shakespeare | ...      | ...  |
| <u>Loves Labour's Lost</u>         | William Shakespeare | ...      | ...  |
| <u>Measure for Measure</u>         | William Shakespeare | ...      | ...  |
| <u>The Merry Wives of Windsor</u>  | William Shakespeare | ...      | ...  |
| <u>The Taming of the Shrew</u>     | William Shakespeare | ...      | ...  |
| <u>Loves Labour's Lost</u>         | William Shakespeare | ...      | ...  |
| <u>Measure for Measure</u>         | William Shakespeare | ...      | ...  |
| <u>The Merry Wives of Windsor</u>  | William Shakespeare | ...      | ...  |
| <u>The Taming of the Shrew</u>     | William Shakespeare | ...      | ...  |
| <u>Loves Labour's Lost</u>         | William Shakespeare | ...      | ...  |
| <u>Measure for Measure</u>         | William Shakespeare | ...      | ...  |

THURSDAY OCTOBER 23 (Contd)

~~THURSDAY OCTOBER 23 (Contd)~~

Ford Theater NBC 9:30 Birth Of A Hero - (O) by Alice Duer Miller, (A) by Lillie Hayward; with Mark Stevens, Ellen Drew, Gordon Oliver, Harvey Dunn, Virginia Hall, Paul E Burns, Hal K Dawson, Russell Trent, Edgar Dearing; (Dir) by Robert Stevenson (FILM)

Martin Kane  
(Lee Tracy) NBC 10pm Joseph Buloff, Margaret Phillips, Charles Mendick, James Maloney; (SW & SD)

Racket Squad  
(Reed Hadley) CBS 10pm The Suit Club - (O) by Will Gould; with Alf Kjellin, Jorja Curtwright, King Donovan, Veda Ann Borg (FILM)

Foreign Intrigue WNBT 10:30 F I In Montmorency - (SW); with Bernard Farrel, Brigette Aubert, Jim Gerald, Jacques Hilling, Jacques Francois, Ziegler; (SD) (FILM)

I've Got A Secret  
(Garry Moore) CBS 10:30 Elsa Maxwell, Eddie Bracken, Jayne Meadows, Bill Cullen

FRIDAY OCTOBER 24

~~FRIDAY OCTOBER 24~~

Tales Of Tomorrow ABC 9:30 Many Happy Returns - (O) by Raymond Z Gallun, (A) by David Karp; with Gene Raymond, Flora Campbell, Edwin Cooper, Sandy Kennedy, Clifford Sales; (SD)

~~MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY, OCTOBER 17 THROUGH FRIDAY, OCTOBER 24~~

Strike It Rich  
(Warren Hull) CBS 11:30 F - William Shirer (author); M - Stan Freeman (M); W (am) - Evelyn Schenk (Mrs America); F - Mort Lawrence (announcer)

One Man's Experience WABD 11:30 M through F - Wherever You Go - (O) by Sam Hunter; with Owen Jordan

One Woman's Experience WABD 11:45 M through F - Send My Love - (O) by Linda Rainey; with Ruth White

Broadway Matinee  
(Ethel Colby) DuM 12:30 M - Pat Rooney, Sr (D); W - Richard Thomas

Kovacs Unlimited WCBS 12:45 F - Willy Ley (scientist); F (24) - Eddie Condon (M) & daughter Margaret

Garry Moore CBS 1:30 M - Marsha Hunt (8 yr old) & elephant "Slowpoke"; W - Ivan Sanderson (scientist); Th - Pierre Balmain (designer)

Jinx McCrary WNBT 2pm F - Fleur Cowles (editor);

Everywhere I Go  
(Dan Seymour) CBS 2pm Tu - Elsi Norwood (S); Th - Juanita Hall (S)

Ted Steele WPIX 2:30 F - Johnny Hartman, Lennie Miller, Sue Evans, Cliff Warren (all S)

Nancy Craig WJZ 2:30 M - Father Mark Tennien (author); Tu - Walter Cassel (S); W - Gladys Schmitt (author); Th - Henry Viscardi, Jr (author), Pierre Balmain (designer)

STATE OF TEXAS

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| 1911 | 1912 | 1913 | 1914 | 1915 | 1916 | 1917 | 1918 | 1919 | 1920 | 1921 | 1922 | 1923 | 1924 | 1925 | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 | 1938 | 1939 | 1940 | 1941 | 1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | 1960 | 1961 | 1962 | 1963 | 1964 | 1965 | 1966 | 1967 | 1968 | 1969 | 1970 | 1971 | 1972 | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 | 1988 | 1989 | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 | 2036 | 2037 | 2038 | 2039 | 2040 | 2041 | 2042 | 2043 | 2044 | 2045 | 2046 | 2047 | 2048 | 2049 | 2050 | 2051 | 2052 | 2053 | 2054 | 2055 | 2056 | 2057 | 2058 | 2059 | 2060 | 2061 | 2062 | 2063 | 2064 | 2065 | 2066 | 2067 | 2068 | 2069 | 2070 | 2071 | 2072 | 2073 | 2074 | 2075 | 2076 | 2077 | 2078 | 2079 | 2080 | 2081 | 2082 | 2083 | 2084 | 2085 | 2086 | 2087 | 2088 | 2089 | 2090 | 2091 | 2092 | 2093 | 2094 | 2095 | 2096 | 2097 | 2098 | 2099 | 2100 |
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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 17 THROUGH FRIDAY OCTOBER 24 (CONTD)

Art Linkletter's House Party CBS 2:45 M - Ginny James (S); Tu - Edith Head (designer); Th - David Street (S) (FROM HOLLYWOOD)

Margaret Arlen WCBS 4pm F - Al Capp (cartoonist); Th - Constance Carpenter (S)

Kate Smith NBC 4pm F - Andre Eglevsky & Melissa Hayden (D), Howard & Shelton (C); M - Hctor & Byrd (D); Tu - Howard & Shelton (C), The Three Suns (M); W - Blackburn Twins (D), Marion Colby (S), Zeke Clements (S); Th - The Colstons (D), Evalyn Tyner (M); F - The Kateds (D)

Captain Video (Al Hodge) DuM 7pm M through F - (O) by Dr Robert S Richardson; with regulars & Skedge Miller, Herbert Rudley, Victor Thorley, Jay Barney; (SD)

Short, Short Drama (Ruth Woods) NBC 7:15 Tu - The Man Who Remembered - (O) by Louis Pelletier & Jack Anson Finke; with Lois Wheeler, Douglas Gregory, Peter Hobbs, Gerard Cobert; (Dir) by Arthur Rosenblum; Th - Flat Fee - (O) by William Asher; with Gene Lyons, Paul Ford, Edgar Stehli, George Ives, Leslie Litomy, Sarah Floyd; (Dir) by Will Jason (FILM)

Broadway TV Theater WOR 7:30 M through F - The Two Mrs Carrolls - (O) by Martin Vale; with Signe Hasso, Phillip Bourneuf, Beverly Whitney, Francis Compton, Helen Craig, Dora Clement, Therese Quadri, Walter Brocke; (Staged) by Charles Christenberry

Bill Silbert (Nancy Reed) DuM M-Tu-Th - 11:20, W-F - 11:35; Tu - Georgia Gibbs (S); W - Stuart Foster & Sylvia Sims (S), Don Anthony (S); F - Joe Allegro (S)

SATURDAY OCTOBER 25

Sealtest Big Top (Jack Sterling) CBS 12N Blackstone (magic), Leon de Rousseau (acro), La Blonde Trio (aerial), Alf Loyal's Dogs, Howard Nicols (juggler)

Battle Of The Ages (Morey Amsterdam) CBS 10:30 Harry Didio (dog trainer), Eileen Barton (S) vs Belle Baker (S), Georgie Tapps (D)

SUNDAY OCTOBER 26

Tootsie Hippodrome (John Reed King) ABC 12:15 Mickey King (aerial), The Gonzales Sisters (animal act)

Frontiers Of Faith (Rev Michael Mullen) NBC 1:30 The Medal - (O) by Jason Johnson; with Joseph Curtin

Lamp Unto My Feet (Lyman Bryson) CBS 5pm Johnny Glover, Problem - (O) by Palmer Thompson; with William A Lee, Richard Knox, Raymond Edward Johnson, Jim Boles; (SD)

This Is Show Business (Clifton Fadiman) CBS 7:30 Colette Lyons (S), guest panelist; Phil Foster (M), Don Cherry (S), Hctor & Byrd (D)

Colgate Comedy Hour (Donald O'Connor) NBC 8pm Broderick Crawford, Lisa Kirk (S), Ben Blue (C), Scatman Crothers, Sid Miller (KINE OF SHOW  
ORIGINALLY SCHEDULED FOR OCTOBER 5, NOT SEEN OUTSIDE OF LOS ANGELES ON THAT DATE BECAUSE OF TECHNICAL DIFFICULTIES)

1. The first part of the report deals with the general situation in the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

2. The second part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

3. The third part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

4. The fourth part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

5. The fifth part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

6. The sixth part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

7. The seventh part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

8. The eighth part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

9. The ninth part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

10. The tenth part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.

11. The eleventh part of the report deals with the specific details of the economic and social conditions of the country during the year 1940. It is a very interesting and informative study of the economic and social conditions of the country at that time.



Plainclothes Man DuM 9:30 Fatal Coincidence - (O) by Vera Caliste; with  
(Ken Lynch) regulars & Robert Carricart, Boris Aplon, James  
Winslow, Freddi Chandler, Dallas Boyd; (SD)

Arthur Murray Party DuM 10pm The Baird Puppets, Tommy Wonder (D), Jarmila  
(Kathryn Murray) Novotna (S)

The Doctor NBC 10pm The Guest - (O) by Don Ettlinger; with Beulah  
(Warner Anderson) Bondi, Charles Buchinski, Joan Camden, James  
Brown, Bill Pullen; (Dir) by Robert Aldrich; (FILM)

TALENT AVAILABILITIES

NEW YORK

EILEEN BARTON - singer - AGT: MCA, PL 9-  
7500

ELTON BRITT - mountain balladeer - JU 6-  
2677

DON CHERRY - singer - AGT: Lester Lewis,  
PL 3-5083

EDITH FELLOWS - AGT: MCA

PHIL FOSTER - comic - AGT: William Morris,  
JU 6-5100

SUNNY GALE - recording star - AGT: MCA

KING GUION ORCHESTRA - AGT: General Artists  
CI 7-7550

HOCTOR & BYRD - dance team - AGT: General  
Artists

BUNNY LEWBEL - child actress, seen last  
year with Danny Thomas - AGT: Wm  
Morris

MONICA LEWIS - singer - AGT: Wm Morris

MARGARET LINDSAY - AGT: Ken Later, PL 7-  
6964

PETER LORRE - AGT: Deborah Coleman, PL  
7-0964

ODETTE MYRTLE - singing comedienne - AGT:  
Barron Polan, PL 9-4727

RICHARD NEY - AGT: Deborah Coleman

ALDO PARISOT - concert cellist - AGT:  
Columbia Artists, CI 7-6900

WILLARD PARKER - returning from Europe -  
AGT: Ken Later

MARIA TALLCHIEF - ballerina - AGT: Deborah  
Coleman

PHILADELPHIA

(All Phone Nos are NY)

FERRIS FAHN - Phillies' first baseman -  
AGT: Frank Scott, JU 6-3990

FRANCES FAYE - night club entertainer -  
AGT: Associated Booking, PL  
9-4600

HELEN FORREST - singer - AGT: Ken Later,  
PL 7-6964

BOB GENTRY - comic - AGT: Miles Ingalls,  
JU 6-3000

ETHEL LEVY - Mrs George M Cohan - AGT:  
Chamberlain Brown, LU 2-  
2207

FRANKIE LAINE - opening at Earle Theater  
October 30, AGT: General Artists,  
CI 7-7550

PENELOPE MUNDAY - ingenue lead in The  
Climate of Eden - Press: Bill Doll,  
MU 7-6310

DEAN MURPHY - impressionist - AGT: Assoc  
Booking, PL 9-4600

ROBIN ROBERTS - pitcher - AGT: Frank  
Scott

LOS ANGELES

FAY BAINTER - AGT: Sam Jaffe, PL 9-6693

EDUARDO CIANNELLI - AGT: Jaffe

GRACE KELLY - arrived from New York -  
AGT: MCA, PL 9-7500

LIZABETH SCOTT - AGT: Jaffe

FRANK SINATRA - returned from east - AGT:  
William Morris, JU 6-5100

MEMORANDUM FOR THE RECORD

RECEIVED BY: [Name] DATE: [Date]  
SUBJECT: [Subject]  
[Detailed text block containing administrative information and possibly a summary of the memorandum's content.]

MEMORANDUM FOR THE RECORD

[Main body of the memorandum text, containing the primary information, analysis, and recommendations.]

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and stations throughout the country)

| Scheduled program transmission for the week of: October 19-25 |      | Total Hours Network Service |        |        |        |
|---------------------------------------------------------------|------|-----------------------------|--------|--------|--------|
|                                                               |      | ABC                         | CBS    | DuM    | NBC    |
| Time on-)                                                     | Live | 3/4                         | 10     | 1      | 18     |
| 12 noon )                                                     | Film | 1/4                         | 1 1/2  | --     | 3 1/2  |
| 12 noon-)                                                     | Live | 1 3/4                       | 25 3/4 | 9 1/4  | 14     |
|                                                               | Film | 1/2                         | 1 1/2  | --     | 5 1/4  |
| 6:00 pm-)                                                     | Live | 14                          | 21     | 20 1/2 | 17 3/4 |
| time off)                                                     | Film | 6                           | 6 1/4  | 2 1/2  | 6 3/4  |
| TOTALS                                                        | Live | 16 1/2                      | 56 3/4 | 30 3/4 | 49 3/4 |
|                                                               | Film | 6 3/4                       | 8 1/4  | 2 1/2  | 15 1/2 |

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of October 19 - 25

| CITY           | STATION        | Total Hours Transmission | % Network Service | Live Hours Local Only | Movie* Features |
|----------------|----------------|--------------------------|-------------------|-----------------------|-----------------|
| New York City  | WJZ (A)        | 89 1/2                   | 19%               | 24 1/2                | 43              |
| New York City  | WCBS (C)       | 103 3/4                  | 64%               | 7 1/2                 | 27              |
| New York City  | WABD (D)       | 73 1/2                   | 46%               | 32 3/4                | 9 1/2           |
| New York City  | WNBT (N)       | 102 1/2                  | 60%               | 27 1/4                | 22 1/4          |
| New York City  | WCR-TV (I)     | 69                       | --                | 41 3/4                | 18 1/2          |
| Salt Lake City | KDYL-TV (N)    | 101 1/2                  | 44%               | 15                    | 22              |
| San Antonio    | KEYL (A, C, D) | 86                       | 60%               | 12 1/2                | 12              |
| St Louis       | KSD-TV (All)   | 122                      | 71%               | 18 1/4                | 4 3/4           |

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Co; I - Independent, no network service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

While every effort has been made to insure the accuracy of these compilations, they are presented only as approximations, and should only be used as such.

1. Introduction

The purpose of this report is to analyze the data collected from the experiment. The data shows a clear trend of increasing values over time. This is likely due to the nature of the process being studied. The results are consistent with the theoretical model proposed in the introduction. The data points are plotted in the graph below, showing a smooth curve that fits the theoretical prediction. The error bars are small, indicating high precision in the measurements. The overall conclusion is that the experimental results support the theoretical model.

| Time (s) | Temperature (°C) | Pressure (kPa) | Volume (L) |
|----------|------------------|----------------|------------|
| 0        | 20.0             | 101.3          | 0.0        |
| 10       | 21.5             | 101.5          | 0.1        |
| 20       | 23.0             | 101.7          | 0.2        |
| 30       | 24.5             | 101.9          | 0.3        |
| 40       | 26.0             | 102.1          | 0.4        |
| 50       | 27.5             | 102.3          | 0.5        |
| 60       | 29.0             | 102.5          | 0.6        |
| 70       | 30.5             | 102.7          | 0.7        |
| 80       | 32.0             | 102.9          | 0.8        |
| 90       | 33.5             | 103.1          | 0.9        |
| 100      | 35.0             | 103.3          | 1.0        |

This report was prepared by the author. All data points are based on experimental results. The theoretical model was derived from first principles. The results are presented in the table above. The overall conclusion is that the experimental results support the theoretical model.

OCT 26-NOV 1, 1952

VOL 4 NO 5

SUPPLEMENT E

# Ross Reports

EDITOR: Jerry Leichter  
ASSOC EDS: David B Graham  
Alvin Sullum  
BUS MGR: Darryl A King

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(26)

ABC - 9:30-10pm; NETWORK CHANGE; This Is The Life; from WJZ-TV(ON FILM) to the net; Presented by the ABC Public Affairs Dept in cooperation with the National Council of Churches; Pkgr - Lutheran Church, Missouri Synod; Prod - Family Films, Hollywood; dramatic series presented to bring about more regular church attendance, debuted on DuM Sept 9 (Tue 10-10:30pm).

NBC - 3-3:30pm; DEBUT; Victory at Sea; from WNBT(ON FILM) to the net; Sustaining; Pkgr - NBC & U S Navy; Prod - Henry Salomon; Dir - M Clay Adams; Film Ed - Isaac Kleinerman; Tech Advisor - Capt Walter Karig USN; Writers - Henry Salomon & Richard Hanser; Composer - Richard Rodgers; Arranger - Robert Russell Bennett; this joint NBC-U S Navy public-service series is a film-and-music dramatic history of naval operations of the 10 years during and after World War II. Leonard Graves is the narrator, with music performed by the NBC Symphony Orchestra under the direction of R R Bennett. The series will be televised over the British Broadcasting System starting October 27.

NBC - 7:30-8pm; RETURN; Mr Peepers; from WNBT(NY) to the net; Sponsor - Reynolds Metals thru Russel M Seeds; Pkgr - NBC-TV; Prod - Fred Coe; Dir - Hal Keith; Creator - David Swift; Writers - Swift & Jim Fritzell; Music Dir - Bernie Green; Sets - Otis Riggs; Wally Cox, as mild-mannered Robinson Peepers, general science teacher in a typical American small-town junior high school, stars in the comedy series that was seen originally as summer replacement for Ford Festival (NBC-TV Thu 9:30-10pm), and returning now as permanent replacement for Reynolds Metals, who had presented the Eddie Mayehoff Doc Corkle series in this time for 3 weeks only; others in the cast of Mr Peepers are Gage Clark, Pat Benoit, Tony Randall, Marion Lorne and Joseph Foley.

Tue(28)

DuM - 10-10:30pm; HIGHLIGHT; Stevenson Rally from Madison Square Garden; from WABD(NY) to the net; Sponsor - Democratic National Committee(Volunteers for Stevenson) thru Joseph Katz Agency; among the celebrities who will appear at this rally are Mrs Eleanor Roosevelt, Margaret Truman, Tallulah Bankhead, Humphrey Bogart, George Jessell, Faye Emerson, Marlene Dietrich, Lauren Bacall, Hazel Scott, Duke Ellington, Robert Ryan and Benay Venuta; music by Rodgers & Hammerstein and Ira Gershwin; skits by John Steinbeck, Herman Wouk, Robert Sherwood and John Hersey; Gov Stevenson will speak over the network following the rally (10:30-11pm).

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

SECRETARY OF DEFENSE  
WASHINGTON, D. C.

MEMORANDUM FOR THE SECRETARY OF DEFENSE

Subject: [Illegible]

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CONFIDENTIAL

[Illegible text block containing several paragraphs of a memorandum, including a header and body text.]

THIS WEEK(Cont'd)

Wed(29)

CBS - 8:30-9pm; HIGHLIGHT; Address by Senator Richard Nixon; from KNXT(LA) to the net; Sponsor - National Republican Senatorial Committee; the Nixon speech preempts the last half-hour of Godfrey & His Friends this date.

CBS - 10-10:45pm; HIGHLIGHT; Address by General Dwight D Eisenhower; from WCBS-TV(NY) to the net; Sponsor - Republican National Committee; speech replaces Pabst Blue Ribbon Bouts this date only.

LAST WEEK'S NETWORK CHANGES

CBS - Regular time period of U S A Canteen will be Sat 9-9:30pm; Meet Millie will be seen Sat 9:30-10pm.

NETWORK SPONSOR ACTIVITY

ADMIRAL CORP has signed with the DuMont TV Network to present Bishop Fulton J Sheen's Life Is Worth Living over the full network beginning November 18. No agency has been designated to handle the account for Admiral. The contract, written for one year, with an option for the following two years, calls for Bishop Sheen to appear for 26 weeks each year, and was written between Admiral and Mission Humanity, Inc, of which Bishop Sheen is national director.

WESTINGHOUSE ELECTRIC thru Ketchum, MacLeod & Grove, will sponsor Election Night Coverage on the CBS-TV Network and on 3 DuMont stations beginning at 9pm November 4.

GENERAL MOTORS thru Kudner, will sponsor a four hour telecast on January 20, 1953, covering the Presidential inauguration, beginning at 11:30am, over NBC-TV.

KELLOGG CO thru Leo Burnett, will sponsor Louis G Cowan's Pet Shop on DuM(Sat 7:30-8pm) starting January 3, 1952. Show is currently seen sustaining, from Chicago.

PHILIP MORRIS CO(Philip Morris Cigarettes) thru Biow has purchased My Little Margie for an additional year as a replacement for Racket Squad on CBS-TV(Thu 10-10:30pm); program debuted for same product as summer replacement for I Love Lucy, and for the past five weeks has been seen on NBC-TV Sat 7:30-8pm for Morris' Dunhill Cigarettes; Dunhill will present Robert Cummings in a new film series, My Hero, in the NBC-TV Saturday time slot from November 8.

BAYUK CIGARS thru Ellington, drops its sponsorship of Adventures of Ellery Queen(ABC-TV Wed 9-9:30pm) following the telecast of November 26, reportedly due to insufficient station clearance (14 stations only); packaged by Norman & Irving Pincus, the program is held by contract to ABC-TV.

LOCAL STATION ACTIVITY

WJZ-TV(Ch 7) - Mr Lucky At Seven; DEBUT Oct 20; Mon,Wed,Fri 7-7:30pm; new series of New York feature films will show suspense & mystery programs on Mondays, comedy on Wednesdays and romance on Fridays.

Movie Carnival; DEBUT Oct 26; Sun 10-11:30am; Sponsor - Participations; film features.

Buyer For A Day; DEBUT Oct 26; Sun 11:30am-12noon; Sponsor - Namm-Loeser's Inc thru Rand Advertising; Prod - Peter Fland; Asst Prod - David Hill; Dir - Mel London; Jean Sincere with MC show introducing various buyers who will present their latest fashions.

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LOCAL STATION ACTIVITY(Cont'd)

- WJZ-TV(Ch 7) - Know New York; DEBUT Oct 26; Sun 4-4:30pm; Presented by ABC Public Affairs Dept in cooperation with Manhattan College, New York University and Fordham University; Dir - Roger Shope WJZ-TV; each week, a professor from one of the three participating colleges will lead a discussion on a subject relating directly to a particular phase of New York City's operations.
- Playhouse One; DEBUT Oct 26; Sun 9-9:30pm; Sustaining; feature films.
- Teens' Magic Shop; DEBUT Nov 1; Sat 5:30-5:45pm; Sponsor - Marlon Confections (Teens Candy) thru Kenneth Rader Co; Prod - Jack Buchhaltz; 'Professor Magic', night-club entertainer, will present feats of legerdemain, assisted by youthful members of his studio audience.
- WNBT(Ch 4) - Advancing Human Frontiers is new title for The Human Frontiers (Tue & NY Thu 7-7:15pm).
- WOR-TV(Ch 9) - East Side, West Side; DEBUT Oct 26; Sun 4-4:30pm; Sponsor - Pastine NY Products & Paramount Macaroni; Pkgr-Prod - Jay Franklin Viola; musical variety show with the Lauri Sisters, Dick Merrick and James Cosenza, singers; and Joan Karter, dancer; was previously on WPIX, same sponsor
- TV Town Topics; DEBUT Oct 27; Mon thru Fri 2:30-3pm; Sustaining; Dir - Lewis Freedman; John Wingate, news reporter & Barbara Welles, women's editor, with Whittemore & Lowe, duo-pianists, in general interest program.
- WPIX (Ch 11) - Boys Railroad Club; DEBUT Oct 23; Thu 6-6:15pm & Sat 4:15-4:30pm; NY Sponsor - A C Gilbert Co (American Flyer electric trains, Erector sets, etc); thru Charles W Hoyt; program will be seen for eight weeks & will be set in a club-room where five boys operate their own elaborate model railroad; an official of one of the country's leading railroads will talk to the boys each week.
- Car Scout; DEBUT Oct 25; Sat 12-12:30pm; Sponsor - Television Automobile Guild; Cy Newman will MC program featuring bargains in new and used automobiles and will report on latest doings in the auto market.
- Your Claim to Fame; DEBUT Oct 26; Sun 12n-12:30pm; Sponsor - Triad Window Co thru Rand Advertising; Dir - Ted Estabrook; Hal Tunis will MC program which will feature silhouettes of famous persons flashed on the screen with clues furnished for the viewing audience; write-in guessers will win prizes.
- KTTV(Ch 11) - Have A Heart; DEBUT Oct 23; Thu 7-7:30pm; Sponsor - Tommy Crosson(TV Los Angeles & Appliance dealer) thru Howard Tullis Agcy; Prod-Writer - Bill Anson. Dir - Bob Hiestand; Bill Anson will MC program dedicated to helping needy and destitute families.
- WFIL (Ch 6) - Roger W Clipp, general manager of WFIL & WFIL-TV, has announced a re-Philadelphia organization and integration of the stations' personnel, following the opening of the new WFIL Radio & TV Center. John D Scheuer, formerly assistant to the general manager in charge of operations, now coordinates AM & TV program departments, headed respectively by Felix Meyer and Jack Steck, with Roddy Rogers as director of television production. Donald S Kellett, formerly assistant to the gen'l mgr in charge of TV, now coordinates the combined activities of advertising and promotion, continuity, general filing and maintenance. Kenneth W Stowman handles TV sales.

WJL-TV (11) -  
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WJL-TV (14) -  
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WJL-TV (15) -  
New York

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FILM REPORT

ROY KELLINO & TED POST TO DIRECT NEW SCHLITZ SERIES, produced in Hollywood by John Gibbs. Under the new policy, the featured star of each week's drama will introduce the plays, replacing the Irene Dunne prologues of the current series. Roy Kellino has directed theatrical and television films; Post is a product of the legitimate theater and 'live' TV in New York. They will alternate assignments.

OFFICIAL FILMS OFFER HOLLYWOOD AT WORK, half-hour series in which Hollywood stars, producers, directors and writers play themselves, each film dealing with a true incident in the life of one personality. Robert J Gurney is producer-director; Larry De Soto, Associate Producer; Herbert Margolis, Writer-Director; Leon Chooluck, Production Manager; Paul Ivano, ASC, Cameraman; and Ernest Fegte, Art Director.

PATHE LABS FINANCING FILM PRODUCTION IN HOLLYWOOD, according to Charles M Amory, recently appointed vice-president of the processing company, who is also in charge of sales for Eagle-Lion studios, both companies being subsidiaries of Chesapeake Industries. Although funds are not unlimited, they are sufficient to help new producers who have well thought-out series in mind.

WBNS-TV, COLUMBUS, HAS FOUR FILM SUPPLIERS, with their recently announced signing of Motion Pictures for Television, which will give the Ohio station exclusive use of a film library containing over 800 titles, at a cost of \$100,000. Other companies servicing the station with serial, package and feature films are Peerless, Specialty and Vidpix.

CURRENT DUMONT TV FILM SALES LIST 8 SERIES: Speed Classics, 13 half-hour programs built around Motor Racing in Championship Speed Events; Scotland Yard, 13 half-hour mystery programs; Pathe Hy-Lights, 13 quarter-hour human interest programs, with eight stories in each issue - dialogue for the human interest portrayals written by Hy Gardner; Streamlined Fairy Tales, 13 fifteen-minute cartoons; Looking at Football, 8 five-minute sports notes; Family Quiz, 13 ten-minute movie quiz programs; Reading the Bible, 13 quarter-hour readings by Henry Wilcoxon; Holiday of Dreams, 13 five-minute shorts, each depicting visual dreams and philosophic observations of men.

NEWS DIGEST

SECOND NIELSEN REPORT FOR SEPTEMBER FOR TEN TOP TV PROGRAMS, as follows:

|                              | (000) Homes |                                | % Homes |
|------------------------------|-------------|--------------------------------|---------|
| I Love Lucy                  | 12,195      | I Love Lucy                    | 66.0    |
| Colgate Comedy Hour          | 11,010      | Colgate Comedy Hour            | 63.6    |
| Pabst Blue Ribbon Bouts      | 9,268       | Talent Scouts                  | 59.6    |
| Nixon Speech (NBC)           | 9,136       | Texaco Star Theater            | 59.1    |
| Godfrey & Friends (Chstrfld) | 9,099       | Life With Luigi                | 56.7    |
| Dragnet                      | 8,986       | Dragnet                        | 52.5    |
| Texaco Star Theater          | 8,931       | Godfrey&Friends (Chesterfield) | 52.3    |
| Godfrey&Friends (Toni)       | 8,332       | Pabst Blue Ribbon Bouts        | 51.7    |
| Godfrey&Friends (Pillsbury)  | 8,186       | Gangbusters                    | 49.1    |
| All Star Revue               | 8,153       | Nixon Speech (NBC)             | 48.9    |

ADVERTISING RESEARCH FOUNDATION WORKING TO SET BASIC STANDARDS in radio & TV research, according to Edgar Kobak, Business Consultant and President of the ARF, who spoke at a luncheon meeting celebrating the eleventh anniversary of the founding of The Pulse, Inc. The meeting was attended by station representatives, advertising research men and station managers, who heard Kobak explain ARF's new tri-partite activities.

THE FOLLOWING IS A LIST OF THE BOOKS WHICH ARE BEING... (mirrored text)

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THE FOLLOWING IS A LIST OF THE BOOKS WHICH ARE BEING... (mirrored text)

Table with 4 columns: Title, Author, Price, and other details. Includes entries like 'I Love Lucy', 'College Comedy Hour', etc.

THE FOLLOWING IS A LIST OF THE BOOKS WHICH ARE BEING... (mirrored text)

QUICK ADDS 32-PAGE TV INSERT FOR NEW YORK area, beginning with the October 20 cover-date issue. A complete listings sections (supervised by Rose Schiller) with short TV features, made its appearance in the 4x6 Cowles' magazine and is believed to be the experimental forerunner of special inserts for other major cities. It is directly competitive with New York's TV Guide, which met it with a 56-page issue (16 pages added regularly for additional listings information and features) and special promotion. Early estimates surprised both magazines. Unofficially, Quick is estimated to have about 70-80,000 circulation in the New York area and is believed to have added 25,000 due to the insert promotion and other reasons. TV Guide, as of midday October 20, had added 42,000 to its newsstand total to make its circulation 450,000, including subscriptions. Cowles Magazines, Inc, had distributed TV Guide in New York up to July 1, 1952, when the agreement was ended.

NEW STATION APPLICATIONS CURRENTLY TOTAL 869, with construction permits issued for 69 commercial stations and 9 educational stations. Thirteen new applications were filed within the past week. With 111 stations operating in 66 markets, there have been 246 additional market areas applied for. The sixty-nine commercial construction permits issued to date have been distributed among 45 cities in 21 states, plus one each assigned to Honolulu and Puerto Rico. Of the total, eighteen are for VHF channels and fifty-one are in the UHF band.

3 NEW STATIONS JOIN CBS-TV NETWORK, two on December 1, the third on the 1st of January. Station KTBC-TV(Ch 7), Austin, Texas, joins as a primary supplementary interconnected affiliate on December 1, with Station WAFB-TV(UHF Ch 28), Baton Rouge, La, joining in the same category a month later. Station KGMB-TV(Ch 9), Honolulu, Hawaii, becomes a primary affiliate of the network on December 1.

RCA SERVICE TO HANDLED TELEPROMPTER SERVICE on a nationwide basis when the cuing equipment will be made available to public speakers in fields other than television. Arrangements for TelePrompTer were handled by executive vp Irving B Kahn, for RCA by E C Cahill, president of the RCA Service Co.

NEW HOOPER SERVICE GAINS WEST COAST SUBSCRIBERS: West Coast Advertising Agencies and branch offices of national Agencies who have subscribed to the new Los Angeles & San Francisco TV Area Hooperating which are a part of the 40 city TV service established last month include Abbott Kimball; BBD&O; Brisacher, Wheeler & Staff; Calkins & Holden, Carlock, McClinton & Smith; Campbell-Ewald; Foote, Cone & Belding; Hixson & Jorgensen; Honig-Cooper; McCann-Erickson; Walter McCreery; Mays & Co; Richard N Meltzer; Dan B Miner Co; Roche-Eckhoff & Assoc; Barton A Stebbins; J Walter Thompson; Milton Weinberg Advtg Co & West-Marquis, Inc.

PERSONNEL CHANGES: Wallace A Ross, founder and former publisher of Ross Reports On Television, has joined the radio-TV department of Music Corporation of America.....William R Baker, Jr has been elected chairman of the board of Benton & Bowles, with Robert E Lusk replacing Baker as president.....A A Schechter, general executive at NBC-TV, who was brought in to supervise 'Today', is resigning his position effective October 31. His future plans have not yet been announced... ..Alfred L Hollander, Jr becomes vice-president, stockholder and radio-TV director of Grey Advertising in late November. He will also continue as vice-president of the Louis G Cowan packaging firm.....Craig Moodie, Jr will direct the newly formed TV commercial production division of Armstrong Cork Co.....James T Aubrey, Jr has been appointed station manager of KNXT, Hollywood. Edmund C Bunker, former account executive, replaces Aubrey as sales manager of the station.....Bud Cole, program director of KNBH, Hollywood, has resigned his post, as has Dick Eisiming, advertising-promotion manager of NBC-TV's Hollywood station.....Rosemarie Hickson has been named head of the TV Film Production Department of Sterling Television Co. Her former affiliations were 20th Century-Fox, Caravel Productions and the U S State Department.....Lawrence B Gumbinner has been appointed Assistant Manager of the CBS Television Network Operations Department.

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TALENT SHOWSHEET OCTOBER 27 - NOVEMBER 2, 1952

PROGRAM

NET TIME(EST)

TALENT ROSTER

Most of the shows on October 24, 25, 26 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, October 31. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY OCTOBER 24  
~~FRIDAY OCTOBER 24~~

|                                                                  |          |                                                                                                                                                                                                             |
|------------------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)                                      | CBS 8pm  | <u>Nels And The Mandolin</u> - (O) by Thomas Coley & William Roerick; with regulars & Michael Dreyfuss, Arthur Anderson, Jacqueline Holt, Ruth Hammond; (SD)                                                |
| <u>Dark Of Night</u><br>(Carl Low)                               | DuM 8:30 | Art Smith, Norman Rose, Barbara Joyce, Mary Hayden, Ben Sargeant; (SD & SW)                                                                                                                                 |
| <u>Gulf Playhouse</u>                                            | NBC 8:30 | <u>Necktie Party</u> - (O) by Carey Wilber; with Jack Palance, John Howard, James Westerfield, Biff McGuire, Bernard Kates, Don Briggs, Bill Erwin, Augusta Merighi; (SD) by Frank Telford                  |
| <u>Schlitz Playhouse</u><br>(Irene Dunne)                        | CBS 9pm  | <u>Drawing Room A</u> - (O) by Sam Locke; with William Bishop, Joan Camden, Ted Hecht, Vince Townsend; (Dir) by John Brahm (FILM)                                                                           |
| <u>The Big Story</u><br>(Robert Sloane)                          | NBC 9pm  | <u>Albert J Schottelkotte, Cincinnati (Ohio) Enquirer</u> - (O) by Norman Lessing; with Jamie Smith, Natalie Priest, Robert Middleton, Tom Carney, Boris Aplon, Sam Gilman, Elaine Ellis, Eric Daniel; (SD) |
| <u>The Aldrich Family</u><br>(Bobby Ellis)                       | NBC 9:30 | <u>The Model Airplane</u> - (O) by Budd Grossman; with regulars & William A Lee; (SD) (For the record, last wk's show was: <u>Henry The Lifesaver</u> - (O) by Frank & Mathilde Ferro)                      |
| <u>Mr &amp; Mrs North</u><br>(Barbara Britton & Richard Denning) | CBS 10pm | regulars & Konstantin Shayne, Rex Evans, Carolyn Jones, Paul Maxie; (SD) (FILM)                                                                                                                             |
| <u>Twenty Questions</u><br>(Bill Slater)                         | DuM 10pm | Faith Baldwin (author) & regulars                                                                                                                                                                           |

SATURDAY OCTOBER 25  
~~SATURDAY OCTOBER 25~~

|                                            |           |                                                                                                                                                                                                                                                                    |
|--------------------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Dick Tracy</u><br>(Ralph Byrd)          | WABD 6:30 | <u>The Missing Bonds</u> - (O) by Robert Leslie Bellem; with Joe Devlin, Thurston Hall, Pierre Watkin, Dennis Moore, Nestor Paiva, George Offerman, Jr, Jo Carroll Dennison, Dick Elliott, Grace Field, Byron Foulger, Jane Easton; (Dir) by B Reaves Eason (FILM) |
| <u>It's News To Me</u><br>(John Daly)      | CBS 6:30  | Quentin Reynolds, Franchot Tone, Veronica Lake, Anna Lee                                                                                                                                                                                                           |
| <u>Stork Club</u><br>(Sherman Billingsley) | CBS 7pm   | Bert Lahr (C), Reginald Gardiner (C), Benay Venuta, Art Fowler (M), Jack Lavalley (sports scout)<br>Bert Lytell & wife, James Sauter (author), Lucy Monroe (S), Sally Forrest                                                                                      |
| <u>Trapped</u>                             | WOR 7:30  | <u>Conflict</u> - (O) by Glen Farmer; with Lex Richards, Gloria McGhee, Kem Dibbs; (SD)                                                                                                                                                                            |

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SATURDAY OCTOBER 25 (Contd)

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| <u>All Star Revue</u><br>(George Jessel)     | NBC 8pm  | Kay Starr (S), Leo Durocher (baseball), Laraine Day, Florence Chadwick (swimmer), Phil Harris (M)<br>(FROM HOLLYWOOD) |
| <u>Jackie Gleason</u>                        | CBS 8pm  | Richard Tucker (S), Anita Ellis (S), 1802 Regimental Drill Team & regulars                                            |
| <u>Your Show Of Shows</u><br>(Caesar & Coca) | NBC 9pm  | Corinne Calvet, guest hostess & regulars                                                                              |
| <u>USA Canteen</u><br>(Jane Froman)          | CBS 9:30 | Jack E Leonard (C)                                                                                                    |

SUNDAY OCTOBER 26

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|-------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>All Aboard</u><br>(Skeets Minton)      | CBS 12:15 | Frankie Thomas, Jr                                                                                                                                                                                                                                                                                      |
| <u>Hallmark Theater</u>                   | NBC 4:30  | <u>The Secret Vote</u> - (O) by Harold Callen; with Richard Carlyle, Nelson Olmsted, George Ferron, Byron Sanders, Alex Campbell, Calvin Thomas, Fred Beir, Vincent Van Lynn, Ralph Welliver, Jay Barney, Alan MacAteer, Jim Lithgow, Coley Worth, Winfield Hoeny, Bob Bolger, Albert Ottenheimer; (SD) |
| <u>Super Circus</u><br>(Claude Kirchner)  | ABC 5pm   | Jack Gwynne (magic), Gretonas (high wire), Las Margas (jugglers), Miss Loni (juggler), Walter Jennier & seal Buddy                                                                                                                                                                                      |
| <u>Roy Rogers</u><br>(& Dale Evans)       | NBC 6:30  | <u>The Curse Of Howling Dog Canyon</u> - with Pat Brady, Alfalfa Switzer (FILM)                                                                                                                                                                                                                         |
| <u>Red Skelton</u>                        | NBC 7pm   | regulars & George Putnam (newscaster) (FILM)                                                                                                                                                                                                                                                            |
| <u>Toast Of The Town</u><br>(Ed Sullivan) | CBS 8pm   | Joe E Lewis (C), Connie Russell (S), Lew Parker, Smith & Dale (C), Harry Mimmo (pantomime), Vera McNary's xylophone group, film clip from <u>The Happy Time</u>                                                                                                                                         |
| <u>Goodyear TV Playhouse</u>              | NBC 9pm   | <u>Better Than Walking</u> - (O) by Thomas W Phipps; with Veronica Lake, Darren McGavin, Marcel Hillaire, Dorothy Long, John Silver, Ruth Hammond; (SD) by Del Mann                                                                                                                                     |
| <u>Rocky King</u><br>(Roscoe Karns)       | DuM 9pm   | <u>Murder PhD</u> - (O) by Frank Phares; with regulars & Somer Alberg, Ward Costello, John Anderson, Ann Roberts; (SD)                                                                                                                                                                                  |
| <u>Fred Waring</u>                        | CBS 9pm   | <u>Little Red Riding Hood</u> - (O) by Alex Miller & Frank Warren; with Natalie Trundy, Joanne Wheatley, Daisy Bernier, Leonard Kranendonk, Bob Wright; Anna Russell (S-C); Joe Marine (S) & regulars                                                                                                   |
| <u>The Web</u>                            | CBS 10pm  | <u>The Keyhole</u> - (O) by Gerald Savory; with Audra Lindley, James Gregory, Susan Hallaran, Lloyd Richards, Frank Marth, John Shellie; (Dir) by Lela Swift                                                                                                                                            |

MONDAY OCTOBER 27

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| <u>Hollywood Screen Test</u><br>(Neil Hamilton) | ABC 7:30 | <u>Vote For Doodle</u> - with Eddie Bracken, Barney Hughes, Billie Lou Watt; (SW & SD) |
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GENERAL INFORMATION

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| <p>1. Name of the person or organization<br/>         (Please print clearly)</p> | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>2. Address<br/>         (Please print clearly)</p>                            | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>3. Telephone Number<br/>         (Please print clearly)</p>                   | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>4. Date of Birth<br/>         (Please print clearly)</p>                      | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>5. Date of Issue<br/>         (Please print clearly)</p>                      | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>6. Date of Expiration<br/>         (Please print clearly)</p>                 | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>7. Date of Renewal<br/>         (Please print clearly)</p>                    | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>8. Date of Cancellation<br/>         (Please print clearly)</p>               | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
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| <p>10. Date of Revocation<br/>         (Please print clearly)</p>                | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>11. Date of Suspension<br/>         (Please print clearly)</p>                | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>12. Date of Restoration<br/>         (Please print clearly)</p>               | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>13. Date of Annulment<br/>         (Please print clearly)</p>                 | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>14. Date of Reinstatement<br/>         (Please print clearly)</p>             | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>15. Date of Renewal<br/>         (Please print clearly)</p>                   | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |
| <p>16. Date of Cancellation<br/>         (Please print clearly)</p>              | <p>100-1234567</p> | <p>All About<br/>(Class Name)</p> |

MONDAY OCTOBER 27 (Contd)

Paul Winchell NBC 8pm Eva Gabor

Lux Video Theater CBS 8pm Autumn Nocturne - (O) by F Scott Fitzgerald, (A) by Elihu Winer; with Lilli Palmer, Joseph Anthony, Frank Tweddell, Anita Bayless; (SD) by Fielder Cook (Script previously done on Starlight Theatre in 1950 & 1951)

Talent Scouts  
(Arthur Godfrey) CBS 8:30 Joyce Paul (M), Ronny Richman (C), Par Four Quartette (S), Florence Weyman & Murray White (S)

Voice Of Firestone  
(Howard Barlow) NBC 8:30 Eleanor Steber

Guide Right DuM 9pm Toni Arden & Jan Arden (S), George de Witt (C)

Hollywood Opening Nt NBC 9pm Somebody I Know - (O) by Hannah Goodman; with Peggy Ann Garner, Natalie Wood, Ann Harding, James Dunn; (SD) (FROM HOLLYWOOD)

Robert Montgomery NBC 9:30 The Sheffield Story - (O) by Paul Manning & Joe Graham; with David Niven, Frederic Worlock, Kurt Katch, Hans von Twadarski, Irja Jensen, Martin Kosleck, Michael McAloney, Naomi Campbell, Peter Pagan, Valerie Cardew, Francis Bethencourt, Desmond Cullen; Dir - Herbert B Swope, Jr

Studio One CBS 10pm The Love Letter - (O) by John Van Druten (The Druid Circle), (A) by Robert Wallsten; with Dennis King, Jean Adair, Eric Sinclair, Deirdre Owens, Richard Waring, Peggy Allenby, Betty Low; (SD) by Paul Nickell

Dangerous Assignment  
(Brian Donlevy) WNBT 10:30 The Knitting Needle Story - (O) by Robert S Ryf & Eddie Forman; with Jan Arvan, Fay Baker, Robert Bice, William Boyett, Clancy Cooper, Jim Flavin, Frances Rafferty, Steve Roberts; (SD) (FILM)

TUESDAY OCTOBER 28

Milton Berle NBC 8pm Paulette Goddard, Don Ameche, Huntz Hall, Bobby Sherwood, Ruth Gilbert

Red Buttons CBS 8:30 Pat Carroll, Allan Walker, Phil Leeds

Fireside Theater NBC 9pm Visit From A Stranger - (O) by Marion Orth, (A) by Margaret Buell Wilder; with Marjorie Lord, Marshall Thompson, Helen Mowery, Maidie Norman, Robert Davis, Leo Britt, Bruce Edwards, Rodney Bell; (SD)(FILM)

Crime Syndicated CBS 9pm Travel Agent - (O) by Sam Elkin; with Robert Harris, Dennis Harrison, Russell Hardie, Harry Bellaver, Henry Valez, Miriam Colon, Jose Merced, Robert Carricart; (SD)

Armstrong O Theater NBC 9:30 The Gentle Rain - (O) by Hamilton Benz; with Edith Fellows, Frederic Tozere, Whit Bissell, Cliff Robertson, Harry Antrim, Thomas McElhany; (SD)

Suspense CBS 9:30 All Hallow's Eve - (O) by Robert Louis Stevenson (Markheim), (A) by Halsted Welles; with Franchot Tone, Francis Compton, Romney Brent, Patricia Byrd, Penny Hays, Douglas Jay, Bobby Catanio; (SD)

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TUESDAY OCTOBER 28 (Contd)

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Danger

CBS 10pm Club Date - (O) by Arnold Horwitt; with Howard Morris, Hildy Parks, Bruce Gordon, Truman Smith; (SD)

WEDNESDAY OCTOBER 29

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I Married Joan  
(Joan Davis & Jim Backus)

NBC 8pm regulars & Florence Bates, Jayne Kane, Leif Erickson, Russell Hicks, Jeri Weil, Carole Kaiser, Bunny Lewbel, Leese Cocchia; (SW) by Artie Stander & Phil Sharp; (SD) by Hal Walker (FILM)

Cavalcade Of America

NBC 8:30 The Man Who Took A Chance - (O) by Catherine Turney, with Richard Denning, Rhys Williams, Lewis Martin, Harry Cheshire, Byron Foulger, Kenneth MacDonald, Milt Kibbee, Michael Mark, John Litel, Thurston Hall, Arthur Space; (Dir) by Jules Bricken (FILM)

Ellery Queen  
(Lee Bowman & Florenz Ames)

ABC 9pm A Close-Up Of Murder - (O) by Henry Misrock; with Mary Alice Moore, Patricia Ferris, Don Briggs; (SD)

Kraft TV Theater

NBC 9pm Divine Drudge - (O) by Vicki Baum & John Golden; with Felicia Monteleagre, Harry Townes, Robert Pastene, Mike Kellin, Timothy Lynn Kearse, Noel Leslie, Geoffrey Lumb, Cynthia Latham, William Brower; (SD) by Maury Holland

Man Against Crime  
(Ralph Bellamy)

CBS 9:30 Carpathia - (O) by Marcus Kearney; with Russ Brown, Gregory Morton, Helene Fortescue Reynolds, Lotte Staviskey, Logan Field, Taresa Celli; (SD) (FILM)

The Unexpected  
(Herbert Marshall)

WNBT 10:30 Confidentially Yours - with Alan Mowbray (FILM)

THURSDAY OCTOBER 30

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T Men In Action
(Walter Greaza)

NBC 8:30 The Case Of The Imperfect Past - (O) by Jack Anson Finke; with Peter Hobbs, Arny Freeman, Jock MacGregor, Truman Smith, Judy Parrish, Robert Harris; (SD)

Chance Of A Lifetime
(Dennis James)

ABC 8:30 The Ink Spots (S)

Ford Theater

NBC 9:30 Girl In The Park - (O) by Rachel Maddux, (A) by Sheridan Gibney; with Joan Caulfield, Herbert Marshall, Myron Healey, Kathryn Card, Jack Rice, Frances Morris, Mary Alan Hokanson, Ruth Warren, Kathleen Mason; (Dir) by Robert Stevenson (FILM)

Big Town
(Pat McVey & Jane Nigh)

CBS 9:30 Ticket Racket - (O) by Fenton Earnshaw; with Paul Brick, Louis Nicoletti, Lee Van Cleef, Robert Sherman, Michael Vallon, Joe Haworth, Patricia Walker; (SD) by Charles Haas (FILM)

Racket Squad

CBS 10pm The Front Man - (O) by Arthur Orloff; with James Todd, Tom Henry, Sig Arno, Dean Cramer, Jack George, Paul McVey, Jeanne Baird, Don Jones, Claire James; (SD) (FILM)

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THURSDAY OCTOBER 30 (Contd)
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Martin Kane CBS 10pm Mercer McLeod, Lewis Charles, Treva Frazee; (SW & SD)  
(Lee Tracy)

Foreign Intrigue WNBT 10:30 F I In An Occupied Country - (O) by George & Gertrude Fass; with Sarrelli, Kagar, Barello, Koppel; (SD) (FILM)  
(Jerome Thor & Sydna Scott)

I've Got A Secret CBS 10:30 Linda Christian, Bill Cullen, Jayne Meadows, Eddie Bracken  
(Garry Moore)

FRIDAY OCTOBER 31  
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Gulf Playhouse NBC 8:30 Mr Nothing - (O) by Carey Wilber; with Thomas Mitchell, Everett Sloane, Kevin McCarthy, Dorothy Peterson, Sorrel Booke; (SD) by Frank Telford

The Big Story NBC 9pm Eddie de Castro, Buffalo (NY) Evening News - (O) by Sheldon Stark; with Lee Phillips, Sarah Floyd, David Opatoshu, Frank Stephens, Al Leberfeld, Bernard Grant, Louise Buckley, Dehl Berti; (SD)
(Robert Sloane)

Schlitz Playhouse CBS 9pm Enchanted Evening - (O) by Al Laszlo & L Gorog; with Eddie Albert, Margo, Richard Eyer, Frances Karath, Wesley Morgan, Harry Hayden, Lila Bliss; (Dir) by Eddie Mann
(Irene Dunne)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 24 THROUGH FRIDAY OCTOBER 31
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Strike It Rich CBS 11:30 F - Mort Lawrence (announcer); M - Ernie Kovacs (C); W - Erica Lund (S); W (9pm) - Linda Christian; F - Caleb Hammond (map maker)  
(Warren Hull)

One Woman's Experience DuM 11:30 M through F - Fatal Decision - (O) by Virginia Radcliffe; with Evelyn Juster

One Man's Experience DuM 11:45 M through F - I, The Witness - (O) by Sam Hunter; with Jack Manning

Garry Moore CBS 1:30 Tu - Ivan Sanderson (scientist-explorer); Milbourne Christopher (magic)

Everywhere I Go CBS 2pm Tu - Virginia O'Brien (S)  
(Dan Seymour)

Ted Steele WPIX 2:30 F - Sonny Calello, Vera Barton, Sue Webster, Joe Autore (S); M through F - Delora Bueno, Barry Douglas, Carol Blaine, Bill Judd (S); Joan Crosby substitutes for sportscaster Kevin Kennedy

Art Linkletter's House Party CBS 2:45 Th - Perry Botkin (M-composer)

Kate Smith NBC 4pm F - The Kateds (D); W - Hactor & Byrd (D), The Ink Spots (S); Th - The Kateds (D), Howard & Shelton (C), Evalyn Tyner (M); F - Steve Evans (C)

Short, Short Drama NBC 7:15 Tu - That Certain Flavor - (O) by Lee Rogow; with Mark Roberts, Fay McKenzie, Audrey Christie, John Kane; (Dir) by Will Jason; Th - Double Negative - (O) by Norman Lessing; with Patricia Wheel, Harry Davis, Sheppard Strudwick, Leo Gordon; (Dir) by Will Jason; (FILM)  
(Ruth Woods)

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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 24 THROUGH FRIDAY OCTOBER 31 (Ctd)

Broadway TV Theater WOR 7:30 M through F - The Nervous Wreck - (O) by Owen Davis; with Buddy Ebsen, Gloria McGhee, Wright King, Howard Wierum, Helen Baron, Jason Johnson, Karl Lukas, Don Kennedy, Rusty Lane, Bob Bolger; (Staged) by Gerald Savory

Perry Comp CBS 7:45 Th - The Ames Brothers (S)

SATURDAY NOVEMBER 1  
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Sealtest Big Top
(Jack Sterling) CBS 12N The Chamberties (acro), Poodles Hanneford Act (bareback riders)

USA Canteen
(Jane Froman) CBS 9pm Phil Foster (C), Airman First Class Jimmy Sisco (D)

Battle Of The Ages
(Morey Amsterdam) CBS 10:30 Martin & Florenz (puppeteers), Tommy Check (M) vs Belle Baker (S), Georgie Tapps (D)

SUNDAY NOVEMBER 2
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Tootsie Hippodrome ABC 12:15 Whitey Carson (S-M)

All Aboard  
(Skeets Minton) CBS 12:15 Arthur Treacher

Lamp Unto My Feet  
(Dr Lyman Bryson) CBS 5pm The Obedient Rebel - (O) by Allan Sloane; with Nelson Olmsted, Addison Richards, Alice Lee Edwards, Alan Shayne; (SD)

Jack Benny CBS 7:30 Buck Benny Rides Again - with Dinah Shore, Don Wilson (FROM HOLLYWOOD)

Philc TV Playhouse NBC 9pm The Winter Of The Dog - (O) by Robert Alan Aurthur; with John Forsythe, James Gregory, Joe Maross, Everett Chambers, Martin Balsam, Leonard Barry, Peter Chan, Kim Chan, Norman Chi, Morley Chang, Lawrence Lee; (SD) by Gordon Duff

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Section 17  
The following is a list of the lands owned by the United States in the State of California, as of the date of the filing of this report.

Section 18  
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Section 19  
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Section 23  
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TALENT AVAILABILITIES

NEW YORK

DON AMECHE - AGT: MCA, PL 9-7500  
JOE BLACK - Dodgers' Pitcher - AGT: Frank Scott, JU 6-3990  
GERALDINE BROOKS - currently in Time Of The Cuckoo - PRESS: Barry Hyams JU 6-5274  
ALBERTO CASTILLO - currently at Chateau Madrid - AGT: Louis Garcia, IL 7-0812  
LINDA CHRISTIAN - arrives today for 3 wks, featured in Happy Time - AGT: Paul Small, MU 7-0606  
JERRY COLONNA - AGT: MCA  
JEAN LEON DESTINE - appearing in concert with his Haitian Dance Group at YMHA, Nov 2 - AGT: Musical Artists, JU 6-2747  
PAULETTE GODDARD - AGT: William Morris, JU 6-5100  
MARTYN GREEN - Gilbert & Sullivan star currently at the Hellinger Theater - PRESS: Nat Dorfman, LO 3-0858  
ENOCH LIGHT - orchestra leader - PRESS: Sol Abrams, WI 7-9715  
VIVECA LINDFORS - arrived for I've Got Sixpence rehearsals - PRESS: Barry Hyams  
MARGO - AGT: Paul Small  
ROSE MARIE - currently at the Pierre - AGT: MCA  
EDMOND O'BRIEN - co-star of I've Got Sixpence, PRESS: Barry Hyams  
MIKE O'SHEA - AGT: Paul Small  
BUDDY ROGERS - arrived from West Coast - AGT: MCA  
ROBERT ROUNSEVILLE - Tales Of Hoffman star currently in Gilbert & Sullivan Co at Hellinger, PRESS: Nat Dorfman  
DOROTHY SARNOFF - opening in My Darlin' Aida at the Winter Garden - PRESS: Karl Bernstein, CI 6-0427  
ROD STRONG & BORIS GREGORY - dancer & concertina player opening in Persian Rm Oct 30 - AGT: Deborah Coleman, PL 7-0964

ROSS REPORTS

BOSTON

(All phone numbers are NY)

STELLA ANDREW - currently playing in The Deep Blue Sea - AGT: Liebling-Wood, VA 6-3714  
HERBERT BERGHOF - supporting Margaret Sullavan in Deep Blue Sea - AGT:  
JOAN BLONDELL - starring in A Tree Grows in Brooklyn at the Opera House - AGT: William Morris, JU 6-5100  
HENRY DANIELL - featured in The Suspects currently at Plymouth Theater, PRESS: George Ross, BR 9-5906  
BILLY GOODMAN - Boston Red Sox Infielder - AGT: Frank Scott, JU 6-3990  
VAN HEFLIN - starring in The Shrike - AGT: MCA, PL 9-7500

EUGENE LIST - concert pianist - AGT: Columbia Artists - CI 7-6900  
KAY THOMPSON - currently at the Sheraton Plaza, AGT: Wm Morris  
JENNIE TOUREL - mezzo-soprano - AGT: Columbia Artists

WASHINGTON

LOUISE ALBRITTON - opening in Rise By Sin at Shubert Theater - AGT: Ken Later, PL 7-6964  
JACK MARLIN - satirist - MGT: Bernie Ilson, JU 6-0478  
JAY MARSHALL - comedy-variety performer - AGT: Mark Leddy, JU 6-2760  
RADIO ROGUES - impressionists - AGT: Milt Blackstone, EL 5-1540  
MURVYN VYE - stars in Rise By Sin opening Nov 11 - AGT: Ken Later

DENVER

PENNY SINGLETON - Blondie favorite, opening at Park Lane Hotel Nov 7 - AGT: General Artists, CI 7-7550

DETROIT

BETTE DAVIS - 2's Company star - PRESS: Sam Friedman, PL 7-4380

TALENT AVAILABILITIES

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

1. ALABAMA - ...

2. ALASKA - ...

3. ARIZONA - ...

4. ARKANSAS - ...

5. CALIFORNIA - ...

6. COLORADO - ...

7. CONNECTICUT - ...

8. DELAWARE - ...

9. FLORIDA - ...

10. GEORGIA - ...

11. HAWAII - ...

12. ILLINOIS - ...

13. INDIANA - ...

14. IOWA - ...

15. KANSAS - ...

16. KENTUCKY - ...

17. Louisiana - ...

18. MAINE - ...

19. MARYLAND - ...

20. MASSACHUSETTS - ...

21. MICHIGAN - ...

22. MINNESOTA - ...

23. MISSISSIPPI - ...

24. MISSOURI - ...

25. MONTANA - ...

26. NEBRASKA - ...

27. NEVADA - ...

28. NEW HAMPSHIRE - ...

29. NEW JERSEY - ...

30. NEW YORK - ...

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and stations throughout the country)

| Scheduled program transmission for the week of: October 26 - November 1 |              | Total Hours Network Service |                 |                 |                 |
|-------------------------------------------------------------------------|--------------|-----------------------------|-----------------|-----------------|-----------------|
|                                                                         |              | ABC                         | CBS             | DuM             | NBC             |
| Time on-)<br>12 noon )                                                  | Live<br>Film | 3/4<br>1/4                  | 10<br>1 1/2     | 1<br>--         | 18<br>3 1/2     |
| 12 noon-)<br>6:00 pm-)                                                  | Live<br>Film | 1 3/4<br>1/2                | 26 1/2<br>1/2   | 9 1/2<br>--     | 13<br>5 1/4     |
| 6:00 pm-)<br>time off)                                                  | Live<br>Film | 14<br>6 1/2                 | 21<br>6 1/4     | 20 1/2<br>2 1/2 | 17 1/2<br>7 1/4 |
| TOTALS                                                                  | Live<br>Film | 16 1/2<br>7 1/4             | 57 1/2<br>8 1/4 | 31<br>2 1/2     | 48 1/2<br>16    |

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of October 26 - November 1

| CITY          | STATION       | Total Hours Transmission | % Network Service | Live Hours Local Only | Movie* Features |
|---------------|---------------|--------------------------|-------------------|-----------------------|-----------------|
| New York City | WJZ (A)       | 89 1/4                   | 20%               | 24 1/2                | 42              |
| New York City | WCBS (C)      | 104                      | 64%               | 7 1/2                 | 27              |
| New York City | WABD (D)      | 75                       | 46%               | 32 3/4                | 10 1/2          |
| New York City | WNBT (N)      | 102 3/4                  | 61%               | 27 1/4                | 22 1/4          |
| New York City | WPIX (I)      | 83 1/4                   | --                | 34 1/4                | 31 1/2          |
| Chicago       | WGN-TV (C,D)  | 102 1/2                  | 19%               | 32                    | 31              |
| Omaha         | KMTV (A,C,D)  | 104 1/2                  | 61%               | 21 1/4                | 7 1/2           |
| Philadelphia  | WFIL-TV (A,D) | 100 1/2                  | 30%               | 17 1/2                | 27 1/4          |

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Co; I - Independent, no network service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

While every effort has been made to insure the accuracy of these compilations, they are presented as approximations and should only be used as such.



NOVEMBER 2-8, 1952

VOL 4 NO 6

SUPPLEMENT A

# Ross Reports

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

EDITOR: Jerry Leichter  
ASSOC EDS: David B Graham  
Alvin Sullum  
BUS MGR: Darryl A King

### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(2)

ABC - 12n-12:15pm; DEBUT; Kid's Kapers; from WJZ-TV(ON FILM) to the net; Sustaining; children's films; time slot formerly held by Papa Bear's Newsreel, with Frank Bear.

ABC - 12:15-12:30pm; Tootsie Hippodrome; from WJZ-TV(NY) to 19 sta & 5 kine; Sponsor - Sweets Co of America(Tootsie Rolls) thru Moselle & Eisen; New Packager - Milverne Prodn; Prod - Vernon Becker & Milton E Stanson; Dir-Writer - Vernon Becker; show was formerly handled by John Reed King as producer & MC; Whitey Carson is new MC, who, as 'Captain Tootsie', introduces famous Western or circus act, sings, and conducts an 'Americana Quiz' in which youngsters will have to identify a man or woman famous in American history; other permanent cast members are Jowdy Carver, steel guitarist; Johnny Newton, accordionist; and Terry Du Hans, as the cowgirl.

#### Tue(4)

ALL NETS: Special Election Coverage:

ABC - from 8pm to time winner is announced; sponsored by Admiral thru Russel M Seeds

CBS & DUMONT - from 9pm-to end; sponsored by Westinghouse Electric thru Ketchum, MacLeod & Grove

NBC - from 9pm to end; sponsored by Philco thru Hutchins.

#### Thu(6)

CBS - 9-9:30pm; DEBUT; Biff Baker, USA; from WCBS-TV(ON FILM) to 19 sta & 3 spots; Sponsor - American Tobacco (Lucky Strike) thru BBD&O; Pkgr - MCA; Film Prod - Revue Productions of Hwood; Dir - Richard Irving; Prod - Alan Miller; Script Superv - Fenton Earnshaw; Alan Hale, Jr and Randy Stuart star as Biff and Louise Baker, an American export buyer and his wife, who become involved with international intrigue while travelling through Europe; each week's dramatization will be completely self-contained.

DuM - 9-9:30pm; NEW TIME; Trash or Treasure?; from WABD(NY) to the net; Sustaining; Prod - Arnold Peyser; Nelson Case is MC of program on which Sigmond Rothschild appraises antiques and collector's items; program made debut on October 1 in the Wednesday 8:30-9pm time slot.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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Sat(8)

ABC - 11:30am-12noon alt weeks; NETWORK CHANGE; Sky King; from WJZ-TV(ON FILM) to 6 sta & 32 spots (not seen on WJZ-TV); Sponsor - Derby Foods(Peter Pan Peanut Butter) thru Needham, Louis & Brorby; Pkgr-Prod - Jack Chertok(Hwood); Kirby Grant stars as a pilot rancher, with Gloria Winter and Ron Hagerthy; program was formerly seen on NBC-TV alt Sundays.

NBC - 7:30-8pm; DEBUT; My Hero; from WNBT(ON FILM) to 30 sta & 10 spots; Sponsor - Philip Morris(Dunhill Cigarettes) thru Blow; Pkgr - Golden Key Trust Prodne; Exec Prod - Don Sharpe; Prod - Mort Green; Robert Cummings stars as Robert S Beanblossom, with Julie Bishop and John Litel as program regulars; Cummings portrays an insurance salesman, who is constantly protected from the results of his own blunders by the office secretary; sponsor had My Little Margie in this time slot for five weeks; Margie will be spotted on the air by Philip Morris in a regularly scheduled time slot in the near future.

NETWORK SPONSOR ACTIVITY

GULF OIL thru Young & Rubicam reported buying The Life of Riley, starring William Bendix, as replacement for Gulf Playhouse(NBC-TV Fri 8:30-9pm) at end of current cycle; no confirmation on this was available at press time, nor were we able to have confirmed the report that AMERICAN TOBACCO(Lucky Strike)thru BBD&O had bought Ann Sothern's Private Secretary as replacement for This Is Show Business(CBS-TV Sunday 7:30-8pm.)

SNOW CROP thru Maxon begins sponsorship of the 10-10:15am of Arthur Godfrey Time (CBS-TV Mon thru Thu 1--11am) on Tuesday, Dec 2, on an alternating schedule, one week sponsoring the quarter-hour on Tue & Thu, the following week on Mon & Wed.

WALTER H JOHNSON CO(Powerhouse Candy Bars) thru Franklin Bruck, will sponsor Rootie Kazootie, children's program formerly seen on NBC-TV sponsored by Coca-Cola, starting January 3, 1953 on ABC-TV for 52 weeks (Sat 10:30-11am).

WESTINGHOUSE ELECTRIC thru Fuller & Smith & Ross has purchased a new audience-participation program, Freedom Rings, Tuesdays & Thursdays 2-2:30pm on CBS-TV starting March 2, 1953.

TONI CO(Prom & White Rain) thru Weiss & Geller has picked up sponsorship of Down You Go (DuM Fri 10:30-11pm) on alternate weeks; alternate sponsor is Carter Products thru Ted Bates.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Double C Canteen; LAST SHOW Oct 31; Mon thru Fri 6:30-7pm; Sponsor - New York Coca-Cola Bottlers of NY thru William Esty; Bob Dixon show had returned September 15.

Adventure Playhouse; DEBUT Nov 5; Wed 8-9pm; Sustaining; feature films; USA -- 11:59, formerly seen Wed 8-8:30pm, had last show on Oct 29.

WCBS-TV(Ch2) - New time schedule: Starting November 3, News & Previews will be seen Mon thru Fri 8:50-9am; The Morning Show, which will include a daily cartoon feature, plus regular film feature, will be 9-9:45am, with two movies shown during each five-day period, serialized during either a consecutive three-day or a consecutive two-day period.

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LOCAL STATION ACTIVITY(Cont'd)

WJZ-TV(Ch 7)- Levolor Short Story Theater; DEBUT Oct 28; Tue 8-8:15pm & Fri 11:15-11:30pm; Sponsor - Levolor Lorentzen(venetian blinds) thru Friend-Reiss-McGlone; Mary Kay introduces short dramatic films, produced in Hollywood for TV by Tee Vee Film Co, Marc Frederic, executive producer; stars who will appear include Bonita Granville, Helen Parrish, Tom Neal, Gale Page and Hillary Brooks.

WPIX(Ch 11) - Luxor Varieties; DEBUT Oct 31; Fri 11-11:15pm; Sponsor - Luxor Motors thru Miller Advertising; Prod - Bob Phillips; Superv - Cy Newman; Dir - Pete Molnar WPIX; Amanda Sullivan is featured as mistress of ceremonies on new music-variety show which presents Broadway entertainers who bring a promising protege as guest.

WGN-TV(Ch 9)- The Chicago Vote Steal; HIGHLIGHT Nov 2; Sun 7:30-8pm; Presented by Joint Civic Committee on Elections; Prod - Duane Bogle, Foote, Cone & Belding; Dir - Lloyd Ellingwood; Writer - Brian Forster; John Mallow, WGN-TV announcer, will narrate special program which is a dramatic documentary of the methods employed by fraudulent voters in past Chicago elections.

KECA-TV(Ch 7)-The Benny Strong Show; DEBUT Oct 30; Thu 9-10pm; Sustaining; Dir - Stuart W Phelps; Asst Dir - Maury Orr; orchestra leader Benny Strong stars, with vocalist Gloria Stewart, guitarist Lenny Carson, sax players Kenny Jackson and Stan Vann, and trombonist Bernie Press.

Youth For Christ; DEBUT Oct 26; Sun 3-4pm; Sponsor - Golden State Food Plan thru Al Carmona Agcy; new religious series is scheduled for 52 weeks.

KTLA(Ch 5) - Hotel Statler Opening; HIGHLIGHT Oct 27; Mon 10:30pm-12midnight; Superv - Klaus Landsberg; Ronald Reagan will MC special program celebrating the opening of the new Hotel Statler in Los Angeles; Rev W C Billing, Canon of St Paul's Cathedral, will open the program with an invocation; other celebrities scheduled to appear are Gov Earl Warren; Mayor Fletcher Bowron, of Los Angeles; Terrill Drinkwater, President of the Los Angeles Chamber of Commerce; Xavier Cugat and Abbe Lane will head the entertainment end of the program.

CALIFORNIA - City of Hope Telethon; HIGHLIGHT Oct 25-26 Sat 11pm-Sun12n; on stations (6 stations) KTLA, KLAC-TV, KTTV and KNBH, Los Angeles; KPIX, San Francisco & KFMB-TV, San Diego;) telecast from the Earl Carroll Theater Restaurant in Hollywood, with over a hundred stars appearing for California's greatest drive against cancer, to raise funds for the City of Hope, a free, non-sectarian national medical center at Duarte, California.

FILM REPORT

KTBC-TV(AUSTIN) BUYS TWO CBS-TV FILM SALES PROGRAMS, Hollywood on the Line and Strange Adventure, to begin on the station shortly after commencement of operations about December 1. Hollywood on the Line is a series of simulated person-to-person telephone interviews with leading motion picture stars in their homes, at vacation spots, and other places where they are rarely seen by the public. The Strange Adventure series is composed of various dramas. Other CBS-TV Film Sales in new markets have been made recently in Denver, El Paso and Portland; in addition, Files of Jeffrey Jones has been sold for sponsorship on WBZ-TV, Boston; WJAR-TV, Providence; and WSM-TV, Nashville.

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FILM REPORT(Cont'd)

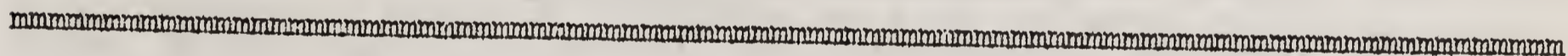
LEONARD ANDERSON OPENS OFFICES, and will act on a consulting basis and as director of TV film programs. Until recently, Anderson was with Video Varieties, and his immediate plans include preparing a half-hour film series, and offering a film editorial service. Offices are at 115 West 45th Street, New York.

SHANNON & SHALLOW NEW COMMERCIAL FILM FIRM, formed in Hollywood last week by Bob Shannon, who will be in charge of sales, and Jack Shallow, who will head up production. Dr Donald Branan is president and silent partner of the firm.

13 FRANKIE LAINE FILMS COMPLETED IN LONDON, financed by Stars of World, Inc. Herman Webber is president-producer of the company, Max Fink is vice-president. The first thirteen films in the series, which is to be known as the Frankie Laine Show, were shot at a reported cost of \$300,000. Dubbing is to be done in Hollywood, and a second series of thirteen is scheduled to begin shooting in April somewhere on the European continent.

QUENTIN REYNOLDS MODERATING THRILL OF A LIFETIME series for Lifetime Productions in New York. The quarter-hour series will be distributed by United TV Programs. Reynolds conducts interviews with various personalities and then screens newsreel clips that deal with the recounted 'thrill' stories.

SCHLITZ TO MAKE ALL FILMS IN USA, having so informed the AFL Film Council in Hollywood last week. The Council had taken the stand that production of films for TV in other countries sponsored by American advertisers, is cutting down employment for American film technicians.



NEWS DIGEST

WCBS-TV OPENS EARLIER FOR ADVERTISERS, according to Craig Lawrence, general manager of the station. Since April daytime advertisers on the New York CBS flag station have increased from 27 to 46 and the number of announcements used by them has jumped from 58 to 267. WCBS-TV developed the '12 Plan' which provides a 45 per cent discount on daytime announcements to advertisers who use a schedule of 12 or more station breaks, ID's or participations each week. Starting November 3, WCBS-TV opens its weekday broadcast day at nine a.m. (see Local Station Activity, Page 2). Volume discount sales plans have already proved successful at WTOP-TV, Washington, and KNXT, Los Angeles; and have been put into effect recently at WBTV, Charlotte; KSL-TV, Salt Lake City, and WAFM-TV, Birmingham.

NEW NETWORK AFFILIATES: Station KDUB-TV(Ch 13), Lubbock, Texas, to CBS Television Network, non-interconnected affiliate, on December 1; Station KGMB-TV (Ch 9), Honolulu, T H, to ABC Television Network, on December 1. The Honolulu station becomes a CBS affiliate the same day.

VII. CONCLUSIONS

The results of the investigation conducted during the period from July 1954 to July 1955 are summarized in the following paragraphs. It is noted that the data obtained from the various sources are in general agreement and indicate that the rate of change of the concentration of the various components of the atmosphere is of the order of 1% per year.

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4. J. G. London, "The Atmosphere of the Earth," Cambridge University Press, 1954.  
5. J. G. London, "The Atmosphere of the Earth," Cambridge University Press, 1956.

The data obtained from the various sources are in general agreement and indicate that the rate of change of the concentration of the various components of the atmosphere is of the order of 1% per year.

PULSE MEASURES FIVE ADDITIONAL MARKETS, beginning this fall. Pulse reports will include Kansas City, Louisville, Denver, Salt Lake City, and the Quad City area (Davenport, Moline, East Moline and Rock Island). Pulse now covers 45 television markets, with 89 per cent of the nation's TV sets and 91 of the 110 video stations included.

NEW NIELSEN COVERAGE SERVICE SUBSCRIBERS, announced October 28, include Procter & Gamble, The Toni Company, advertisers; and the following agencies not previously announced: N W Ayer; Batten, Barton, Durstine & Osborn; The Biow Company; Compton Advertising; Dancer-Fitzgerald-Sample; Kastor, Farrell, Chesley & Clifford; McCann-Erickson; Tatham-Laird; and Geoffrey Wade. Nielsen total is now four advertisers and fourteen agencies signed for the radio and TV station and network coverage reports for the entire United States.

WCBS-TV PROVIDES STUDIO FOR UNIVERSITY WORKSHOP, with students taking Long Island University's new 'Television Writing and Production' course, witnessing and discussing CBS programs at the Liederkrantz Hall studios in New York. First session, from 3:45-6:15pm Saturday, November 1, for the workshop part of the course, is based on It's Worth Knowing, local educational program.

PERSONNEL CHANGES: Fletcher Markle has been appointed producer of CBS-TV's 'Studio One', following the resignation of Donald Davis from the berth. Davis and his wife-assistant, Dorothy Mathews, are scheduled to remain at the network. Also at CBS, Ashmead Scott has replaced Mervyn Nelson as director of 'Leave It To Larry', the Eddie Albert starrer. Nelson remains on the CBS staff.....George T Shupert has resigned as vice-president of Peerless TV Productions.....Milo Frank has joined the CBS Television Network as chief talent scout. He was most recently with the William Morris Agency.

Sy Weintraub has been appointed to the newly created post of vice president in charge of distribution and sales for Motion Pictures for Television. He was formerly vice president and sales manager of the company. Other changes at MPTV: Erwin H Ezzes named sales manager; David L Wolper, formerly in charge of the California office, named vice president in charge of West Coast sales; Lew Kerner to represent the firm in Hollywood on all production and new programming activities; Richard F Feiner to cover sales in Eastern markets, including Baltimore, Philadelphia and Washington; Paul Diamond to serve new markets East of the Mississippi; and Arthur Kalman to serve Western markets.

Leil Tanenhold has been appointed to the newly created post of personnel manager of the DuMont Network. He has been with the Allen B DuMont Laboratories in the industrial relations department since August of this year, and previously was with Air Reduction Corporation Sales, Republic Aviation and Air Associates.....Karl E Irvin, Jr has joined the radio-TV department of the Chicago office of J Walter Thompson as director of radio & television research.....Hubert J Schlafly, Jr has been elected vice president in charge of engineering of the Tele-Prompter Corporation. He was formerly director of TV research at 20th Century-Fox....John Rossiter, general manager of WTVN, Columbus, Ohio, for the past three years, has resigned to accept a similar post with WJTV, Jackson, Mississippi.....Richard Perry has joined the promotion department of The Cincinnati Post to produce and direct Post shows on television. He is producer-director of the 'Paul Dixon Show' on WCPO-TV, Cincinnati.....Donald H Quinn has joined Doherty, Clifford, Steers & Shenfield as head of the radio-TV time-buying section of the media department.

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TALENT SHOWSHEET NOVEMBER 3-9, 1952

PROGRAM

NET TIME(EST)

TALENT ROSTER

Most of the shows on October 31, November 1 & 2 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, November 7. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY OCTOBER 31  
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

|                                        |          |                                                                                                                                                                                 |
|----------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)            | CBS 8pm  | <u>Katrin Foxes Things Up</u> - (O) by Turner Bullock; with regulars & Charita Bauer, Arthur Walsh, Paul Newman; (SD)                                                           |
| <u>RCA Victor Show</u>                 | NBC 8pm  | add regular: Jeri Lou James (FROM HOLLYWOOD)                                                                                                                                    |
| <u>Dark Of Night</u><br>(Carl Low)     | DuM 8:30 | Michael Garrett, Harold Stone, Michael Strong, Jack Klugman, Frank Campanella, Harry Cook, Joy Geffen; (SW & SD)                                                                |
| <u>Gulf Playhouse</u>                  | NBC 8:30 | <u>Mr Nothing</u> - (O) by Carey Wilber; with Thomas Mitchell, Everett Sloane, Kevin McCarthy, Sorrel Booke; kill: Dorothy Peterson, add: Leora Thatcher; (SD) by Frank Telford |
| <u>Aldrich Family</u><br>(Bobby Ellis) | NBC 9:30 | pre-empted by political talk                                                                                                                                                    |
| <u>Tales Of Tomorrow</u>               | ABC 9:30 | <u>The Tomb Of King Tarus</u> - (O) by Mann Rubin; with Walter Abel, Charles Nolte, Richard Purdy; (SD)                                                                         |

SATURDAY NOVEMBER 1  
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

|                                                |           |                                                                                                                                                                                                                                                          |
|------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>It's News To Me</u><br>(John Daly)          | CBS 6:30  | Wendell Corey, Jane Wyatt, Anna Lee, John Falk                                                                                                                                                                                                           |
| <u>Dick Tracy</u><br>(Ralph Byrd)              | WABD 6:30 | <u>Dick Tracy &amp; The Mole, Part I</u> - (O) by Robert Leslie Bellem; with Joe Devlin, Raymond Hatton, Lois Collier, Pierre Watkin, Will Lee, Dick Elliott, John Harmon, George Offerman, Jr, Frank Hagney, Jim Magill; (Dir) by B Reaves Eason (FILM) |
| <u>Stork Club</u><br>(Sherman Billingsley)     | CBS 7pm   | Linda Christian, Bil & Cora Baird (puppeteers), Bob Edge (hunting & fishing)                                                                                                                                                                             |
| <u>Trapped</u>                                 | WOR 7:30  | <u>Deadly Memory</u> - (O) by Fred Lawrence; with Robert Carricart, Robert Middleton, Harry Pederson                                                                                                                                                     |
| <u>Jackie Gleason</u>                          | CBS 8pm   | Ethel Waters (S), Deems Taylor (composer)                                                                                                                                                                                                                |
| <u>All Star Revue</u><br>(Martha Raye)         | NBC 8pm   | Ezio Pinza (S), Sara Seegar, Kirby Stone Quintet (M); (SD) by Nat Hiken; (SW) by Hiken, Billy Friedberg, Al Singer; (TV Dir) by Grey Lockwood; (Musical Dir) - George Bassman; (Choreog) by Herb Ross                                                    |
| <u>Your Show Of Shows</u><br>(Caesar & Coca)   | NBC 9pm   | Jeffrey Lynn, guest host & regulars                                                                                                                                                                                                                      |
| <u>Battle Of The Ages</u><br>(Morey Amsterdam) | CBS 10:30 | kill: Belle Baker (S), Georgie Tapps (D); add: Maxine Sullivan (S), Bob Hammond & His Feathered Friends vs Martin & Florenz (puppeteers), Tommy Check (M)                                                                                                |

ROSS REPORTS

Part of the above on October 31, November 1 & 2 were listed in the month's report. Charges & additions are included here for the month, October and November. Total shows are grouped together after the list for October, November & December. Additional items are original (5), receipted (6), withdrawal (7), audit (8), directed (9), transferred as original (10), return (11), other (12), receipt (13).

RECEIPTS

| Date | Description                                              | Amount |
|------|----------------------------------------------------------|--------|
| 1898 | Receipt from State - 100                                 | 100.00 |
| 1898 | With interest & dividends from bonds and securities (30) | 120.00 |
| 1898 | Interest (31)                                            | 150.00 |
| 1898 | Interest (32)                                            | 180.00 |
| 1898 | Interest (33)                                            | 210.00 |
| 1898 | Interest (34)                                            | 240.00 |
| 1898 | Interest (35)                                            | 270.00 |
| 1898 | Interest (36)                                            | 300.00 |
| 1898 | Interest (37)                                            | 330.00 |
| 1898 | Interest (38)                                            | 360.00 |
| 1898 | Interest (39)                                            | 390.00 |
| 1898 | Interest (40)                                            | 420.00 |
| 1898 | Interest (41)                                            | 450.00 |
| 1898 | Interest (42)                                            | 480.00 |
| 1898 | Interest (43)                                            | 510.00 |
| 1898 | Interest (44)                                            | 540.00 |
| 1898 | Interest (45)                                            | 570.00 |
| 1898 | Interest (46)                                            | 600.00 |
| 1898 | Interest (47)                                            | 630.00 |
| 1898 | Interest (48)                                            | 660.00 |
| 1898 | Interest (49)                                            | 690.00 |
| 1898 | Interest (50)                                            | 720.00 |

EXPENDITURES

| Date | Description           | Amount |
|------|-----------------------|--------|
| 1898 | General expenses (1)  | 100.00 |
| 1898 | General expenses (2)  | 120.00 |
| 1898 | General expenses (3)  | 150.00 |
| 1898 | General expenses (4)  | 180.00 |
| 1898 | General expenses (5)  | 210.00 |
| 1898 | General expenses (6)  | 240.00 |
| 1898 | General expenses (7)  | 270.00 |
| 1898 | General expenses (8)  | 300.00 |
| 1898 | General expenses (9)  | 330.00 |
| 1898 | General expenses (10) | 360.00 |
| 1898 | General expenses (11) | 390.00 |
| 1898 | General expenses (12) | 420.00 |
| 1898 | General expenses (13) | 450.00 |
| 1898 | General expenses (14) | 480.00 |
| 1898 | General expenses (15) | 510.00 |
| 1898 | General expenses (16) | 540.00 |
| 1898 | General expenses (17) | 570.00 |
| 1898 | General expenses (18) | 600.00 |
| 1898 | General expenses (19) | 630.00 |
| 1898 | General expenses (20) | 660.00 |
| 1898 | General expenses (21) | 690.00 |
| 1898 | General expenses (22) | 720.00 |
| 1898 | General expenses (23) | 750.00 |
| 1898 | General expenses (24) | 780.00 |
| 1898 | General expenses (25) | 810.00 |
| 1898 | General expenses (26) | 840.00 |
| 1898 | General expenses (27) | 870.00 |
| 1898 | General expenses (28) | 900.00 |
| 1898 | General expenses (29) | 930.00 |
| 1898 | General expenses (30) | 960.00 |

SUNDAY NOVEMBER 2  
 ~~~~~

<u>Frontiers Of Faith</u>	NBC 1:30	<u>As A Wind That Blows</u> - (O) by Morton Wishengrad; with Mildred Dunnock, Joseph Wiseman, Donald Buka, Daniel Ocko, Peter Capell, Bernard Lenrow, Guy Spaul, Joseph Boland; (SD) by Martin Hoade
<u>American Inventory</u> (Lockwood Doty)	NBC 2pm	<u>Community Theater</u> - documentary on Cleveland Playhouse with Frederic McConnell, K Elmo Lowe, Playhouse Directors & actors, technicians; (SD) (FROM CLEVE)
<u>Hallmark Theater</u>	NBC 4:30	<u>Line Of Duty</u> - (O) by Guy de Vry; with William Post, Jr, James Little, Don Kennedy, John Alexander, Douglas Watson; (SD)
<u>Super Circus</u> (Claude Kirchner)	ABC 5pm	The Clearans (aerial), Joe Hodgini & dogs, The Montes De Oca (acro), The Two Adamsons (perch)
<u>Meet The Masters</u>	NBC 5:30	Artur Rubinstein (FILM)
<u>Jack Benny</u>	CBS 7:30	<u>Buck Benny Rides Again</u> - with Dinah Shore, Don Wilson; add: Alan Hale, Jr, Randy Stuart (H'WOOD)
<u>Colgate Comedy Hour</u> (Judy Canova)	NBC 8pm	Cesar Romero, Zsa Zsa Gabor, Liberace (M), Carl Ravazza (S), Hans Conreid, Vic Damone (S); (SD) by Ernest D Glucksman; (TV Dir) - Jim Jordan, Jr (FROM H'WOOD)
<u>Toast Of The Town</u> (Ed Sullivan)	CBS 8pm	Barry Fitzgerald, Alec Templeton (M), Frankie Laine (S), The Szonys (D), Sugar Ray Robinson (boxer), Marsha Hunt (elephant trainer)
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>Murder By Natural Death</u> - (O) by John Gainfort; with regulars & Jack Manning, Ray Boyle, Michael Garrett, Grant Sullivan: (SD)
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>The Upholsterer's Cord</u> - with Frank Marth, Frank Gregory, Ken Duncan, Eddie Hyans, Sona Wilson
<u>The Web</u>	CBS 10pm	<u>K For Killer</u> - (O) by Richard Lortz; with Carmen Mathews, Ethel Remey, Mark Rydell, Allen Martin, Don White, Sandra Kazan, Elizabeth Johnson, John C Becher, George Douth, Jay Easton, Harvey Mann; (SD) by Herb Hirschman
<u>Arthur Murray Party</u> (Kathryn Murray)	DuM 10pm	Rex Harrison, Lilli Palmer, Fran Warren (S), Maria Neglia (M), The Cabots (D)
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>The Red Wig</u> - (O) by Saul Levitt; with Dorothy Comingore, Henry Morgan, John McGouth, John Shay, Malcolm Lee Beggs; (Dir) by Robert Aldrich (FILM)

MONDAY NOVEMBER 3
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|                                                 |          |                                                                                                                                                                                                                                     |
|-------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Hollywood Screen Test</u><br>(Neil Hamilton) | ABC 7:30 | <u>Grand Exit</u> - with Fay Bainter, Ward Costello, Peggy Nelson; (SW & SD)                                                                                                                                                        |
| <u>Inspector Mark Saber</u><br>(Tom Conway)     | ABC 8pm  | <u>The Case Of The Restless Corpse</u> - (O) by Al Martin; with Dorothy Patrick, Ross Ford, Thurston Hall, Wheaton Chambers, Howard Maxey, Edit Angold, Edith Simmons, Ruth Robinson, Ed Baker, Ralph Brooke, Grazia Narciso (FILM) |
| <u>Paul Winchell</u>                            | NBC 8pm  | Robert Preston                                                                                                                                                                                                                      |

INDEX

|         |         |         |
|---------|---------|---------|
| 100-117 | 100-117 | 100-117 |
| 100-118 | 100-118 | 100-118 |
| 100-119 | 100-119 | 100-119 |
| 100-120 | 100-120 | 100-120 |
| 100-121 | 100-121 | 100-121 |
| 100-122 | 100-122 | 100-122 |
| 100-123 | 100-123 | 100-123 |
| 100-124 | 100-124 | 100-124 |
| 100-125 | 100-125 | 100-125 |
| 100-126 | 100-126 | 100-126 |
| 100-127 | 100-127 | 100-127 |
| 100-128 | 100-128 | 100-128 |
| 100-129 | 100-129 | 100-129 |
| 100-130 | 100-130 | 100-130 |
| 100-131 | 100-131 | 100-131 |
| 100-132 | 100-132 | 100-132 |
| 100-133 | 100-133 | 100-133 |
| 100-134 | 100-134 | 100-134 |
| 100-135 | 100-135 | 100-135 |
| 100-136 | 100-136 | 100-136 |
| 100-137 | 100-137 | 100-137 |
| 100-138 | 100-138 | 100-138 |
| 100-139 | 100-139 | 100-139 |
| 100-140 | 100-140 | 100-140 |
| 100-141 | 100-141 | 100-141 |
| 100-142 | 100-142 | 100-142 |
| 100-143 | 100-143 | 100-143 |
| 100-144 | 100-144 | 100-144 |
| 100-145 | 100-145 | 100-145 |
| 100-146 | 100-146 | 100-146 |
| 100-147 | 100-147 | 100-147 |
| 100-148 | 100-148 | 100-148 |
| 100-149 | 100-149 | 100-149 |
| 100-150 | 100-150 | 100-150 |
| 100-151 | 100-151 | 100-151 |
| 100-152 | 100-152 | 100-152 |
| 100-153 | 100-153 | 100-153 |
| 100-154 | 100-154 | 100-154 |
| 100-155 | 100-155 | 100-155 |
| 100-156 | 100-156 | 100-156 |
| 100-157 | 100-157 | 100-157 |
| 100-158 | 100-158 | 100-158 |
| 100-159 | 100-159 | 100-159 |
| 100-160 | 100-160 | 100-160 |
| 100-161 | 100-161 | 100-161 |
| 100-162 | 100-162 | 100-162 |
| 100-163 | 100-163 | 100-163 |
| 100-164 | 100-164 | 100-164 |
| 100-165 | 100-165 | 100-165 |
| 100-166 | 100-166 | 100-166 |
| 100-167 | 100-167 | 100-167 |
| 100-168 | 100-168 | 100-168 |
| 100-169 | 100-169 | 100-169 |
| 100-170 | 100-170 | 100-170 |
| 100-171 | 100-171 | 100-171 |
| 100-172 | 100-172 | 100-172 |
| 100-173 | 100-173 | 100-173 |
| 100-174 | 100-174 | 100-174 |
| 100-175 | 100-175 | 100-175 |
| 100-176 | 100-176 | 100-176 |
| 100-177 | 100-177 | 100-177 |
| 100-178 | 100-178 | 100-178 |
| 100-179 | 100-179 | 100-179 |
| 100-180 | 100-180 | 100-180 |
| 100-181 | 100-181 | 100-181 |
| 100-182 | 100-182 | 100-182 |
| 100-183 | 100-183 | 100-183 |
| 100-184 | 100-184 | 100-184 |
| 100-185 | 100-185 | 100-185 |
| 100-186 | 100-186 | 100-186 |
| 100-187 | 100-187 | 100-187 |
| 100-188 | 100-188 | 100-188 |
| 100-189 | 100-189 | 100-189 |
| 100-190 | 100-190 | 100-190 |
| 100-191 | 100-191 | 100-191 |
| 100-192 | 100-192 | 100-192 |
| 100-193 | 100-193 | 100-193 |
| 100-194 | 100-194 | 100-194 |
| 100-195 | 100-195 | 100-195 |
| 100-196 | 100-196 | 100-196 |
| 100-197 | 100-197 | 100-197 |
| 100-198 | 100-198 | 100-198 |
| 100-199 | 100-199 | 100-199 |
| 100-200 | 100-200 | 100-200 |

MONDAY NOVEMBER 3 (Cont'd)

|                                                      |          |                                                                                                                                                                                                                                      |
|------------------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lux Video Theater</u>                             | CBS 8pm  | <u>The Face Of Autumn</u> - (O) by Rod Serling; with Pat O'Brien, Anna Berger, Anne Seymour, Frank Campanella, William L Erwin, Tony Canzoneri; (SD) by R Goode                                                                      |
| <u>Talent Scouts</u><br>(Arthur Godfrey)             | CBS 8:30 | Jacqueline James (S), Dee Caiero (S), Trio Maravilla (M)                                                                                                                                                                             |
| <u>Voice Of Firestone</u><br>(Howard Barlow)         | NBC 8:30 | Jerome Hines                                                                                                                                                                                                                         |
| <u>H'wood Opening Night</u><br>(Jimmie Fidler)       | NBC 9pm  | <u>Welcome Home, Stranger</u> - (O) by Robert Mason Pollock; with Teresa Wright, Mark Stevens; (SD) add: Fidler as regular host (FROM HOLLYWOOD)                                                                                     |
| <u>Guide Right</u><br>(Don Russell & George De Witt) | DuM 9pm  | Ray Malone (D), Billy Butterfield (M) Dorothy Lauder (S); add Russell & De Witt as regular anncr & MC, respectively                                                                                                                  |
| <u>Robert Montgomery</u>                             | NBC 9:30 | <u>The Bench In The Park</u> - (O) by Gene Hamilton; with Walter Hampden, Margaret Hayes, Henry Jones, Edgar Stehli, Bill Martel, Jim McMahon; (SD) by Norman Felton (Show is 1/2hr this date only because of political bdcst at 10) |
| <u>Studio One</u>                                    | CBS 10pm | pre-empted by political talk                                                                                                                                                                                                         |

TUESDAY NOVEMBER 4

The following shows are pre-empted by political coverage: Leave It To Larry, Red Buttons, City Hospital, Suspense, Danger, Fireside Theater, Armstrong Circle Theater (among others not carried in this listing).

WEDNESDAY NOVEMBER 5

|                                                    |            |                                                                                                                                                                                                                               |
|----------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>I Married Joan</u><br>(Joan Davis & Jim Backus) | NBC 8pm    | Florence Ravenal, Rolfe Sedan, Phil Arnold, Teddy Hart, Peter Leeds, Robin Morse, John Indrisano, Leon Tyler, Janice Carroll; (SW & SD)                                                                                       |
| <u>Ellery Queen</u><br>(Lee Bowman & Florenz Ames) | ABC 9pm    | <u>The Destructive Angel</u> -(O) by Michael Morris; with Haila Stoddard, Frieda Altman, Blair Davies (SD)                                                                                                                    |
| <u>Kraft TV Theater</u>                            | NBC 9pm    | <u>Melody Jones</u> - (O) by Ruth & Nathan Hale; with Janet Lally, Patsy Bruder, Patti O'Neill, John McGovern, Peggy Allenby, Katherine Meskill, Jimmy Sommer, Jackie Colloris, Bob Casey, Robert McQuade, Steve Harris; (SD) |
| <u>Man Against Crime</u><br>(Ralph Bellamy)        | CBS 9:30   | <u>Paradise Lost</u> - (O) by Joseph C Ellis; with Alan Shayne, Beverly Dennis, Frank Tweddell, David Tyrell, William J Hackett, Albert Ottenheimer, Bradford Hunt; (SD) (FILM)                                               |
| <u>The Unexpected</u><br>(Herbert Marshall)        | WNBT 10:30 | <u>Landscape In Black</u> - with Coleen Gray (FILM)                                                                                                                                                                           |

THURSDAY NOVEMBER 6

|                                               |          |                |
|-----------------------------------------------|----------|----------------|
| <u>Chance Of A Lifetime</u><br>(Dennis James) | ABC 8:30 | Sunny Gale (S) |
|-----------------------------------------------|----------|----------------|

CHAPTER 1

|      |                                |   |
|------|--------------------------------|---|
| 1.1  | Introduction                   | 1 |
| 1.2  | Mathematical Language          | 1 |
| 1.3  | Logic                          | 1 |
| 1.4  | Set Theory                     | 1 |
| 1.5  | Mathematical Induction         | 1 |
| 1.6  | Combinatorics                  | 1 |
| 1.7  | Probability                    | 1 |
| 1.8  | Statistics                     | 1 |
| 1.9  | Calculus                       | 1 |
| 1.10 | Linear Algebra                 | 1 |
| 1.11 | Discrete Mathematics           | 1 |
| 1.12 | Number Theory                  | 1 |
| 1.13 | Group Theory                   | 1 |
| 1.14 | Ring Theory                    | 1 |
| 1.15 | Field Theory                   | 1 |
| 1.16 | Abstract Algebra               | 1 |
| 1.17 | Topology                       | 1 |
| 1.18 | Real Analysis                  | 1 |
| 1.19 | Complex Analysis               | 1 |
| 1.20 | Differential Equations         | 1 |
| 1.21 | Partial Differential Equations | 1 |
| 1.22 | Integral Equations             | 1 |
| 1.23 | Functional Analysis            | 1 |
| 1.24 | Operator Theory                | 1 |
| 1.25 | Harmonic Analysis              | 1 |
| 1.26 | Representation Theory          | 1 |
| 1.27 | Algebraic Geometry             | 1 |
| 1.28 | Number Theory                  | 1 |
| 1.29 | Probability                    | 1 |
| 1.30 | Statistics                     | 1 |
| 1.31 | Calculus                       | 1 |
| 1.32 | Linear Algebra                 | 1 |
| 1.33 | Discrete Mathematics           | 1 |
| 1.34 | Number Theory                  | 1 |
| 1.35 | Group Theory                   | 1 |
| 1.36 | Ring Theory                    | 1 |
| 1.37 | Field Theory                   | 1 |
| 1.38 | Abstract Algebra               | 1 |
| 1.39 | Topology                       | 1 |
| 1.40 | Real Analysis                  | 1 |
| 1.41 | Complex Analysis               | 1 |
| 1.42 | Differential Equations         | 1 |
| 1.43 | Partial Differential Equations | 1 |
| 1.44 | Integral Equations             | 1 |
| 1.45 | Functional Analysis            | 1 |
| 1.46 | Operator Theory                | 1 |
| 1.47 | Harmonic Analysis              | 1 |
| 1.48 | Representation Theory          | 1 |
| 1.49 | Algebraic Geometry             | 1 |
| 1.50 | Number Theory                  | 1 |

The following table shows the distribution of the total number of pages in each chapter. The total number of pages is 1000. The number of pages in each chapter is given in the table below.

|            |      |
|------------|------|
| Chapter 1  | 1000 |
| Chapter 2  | 1000 |
| Chapter 3  | 1000 |
| Chapter 4  | 1000 |
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| Chapter 8  | 1000 |
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| Chapter 44 | 1000 |
| Chapter 45 | 1000 |
| Chapter 46 | 1000 |
| Chapter 47 | 1000 |
| Chapter 48 | 1000 |
| Chapter 49 | 1000 |
| Chapter 50 | 1000 |

THURSDAY NOVEMBER 6 (Cont'd)  
~~THURSDAY NOVEMBER 6 (Cont'd)~~

Singer 4\* Playhouse CBS 8:30 Backstage - (O) by Joan & Gwen Bagni; with Charles Boyer, Marcia Henderson, Hillary Brooke, Florence Bates; (Dir) by Robert Florey (FILM)

T Men In Action  
(Walter Greaza) NBC 8:30 The Case Of The Unkept Secret - (O) by Robert Sloane; with Dean Harens, Barbara Joyce, Joe Helgesen, Rita Lynn, Humphrey Davis, Victor Thorley; (SD)

Big Town  
(Pat McVey & Jane Nigh) CBS 9:30 Twelfth Avenue Pirates - (O) by Curt Siodmak & Lawrence Kimball; with Mickey Little, Stanley Andrews, Teddy Infuhr, B G Norman, Butch Jones, Florence Lake, Barry Brooks, John Stack, Douglas Martin, Douglas Henckes, Martin Dean; (SD) by Charles Haas (FILM)

Ford Theater NBC 9:30 The Edge Of The Law - (O) by Richard Deming, (A) by Charles Bennett; with Macdonald Carey, Marjorie Lord, George Macready, Horace McMahon, Don Beddoe, Robert B Williams, Helen Wallace; (FILM)

Martin Kane  
(Lee Tracy) NBC 10pm Mercer McLeod, Lewis Charles, Treva Frazee, Sam Gilman, Eugene Francis; (SW) (SD) by Edgar Kahn (Originally scheduled Oct 30, pre-empted by political talk)

Racket Squad  
(Reed Hadley) CBS 10pm At Your Service - (O) by Charles S Belden; with Herbert Rawlinson, Gladys Holland, Maurice Marsac, Wally Cassell, Don Beck, Katherine Warren; (SD) (FILM)

I've Got A Secret  
(Garry Moore) CBS 10:30 Kitty Carlisle, Jayne Meadows, Eddie Bracken, Bill Cullen

Foreign Intrigue  
(Jerome Thor) WNBT 10:30 F I In Geneva - (O) by George & Gertrude Fass

FRIDAY NOVEMBER 7  
~~FRIDAY NOVEMBER 7~~

Gulf Playhouse NBC 8:30 A Question Of Rank - (O) by Carey Wilber; with Eddie Bracken, Hanley Stafford, Beverly Whitney, George Mathews, Winston Ross; (SD) by Wes McKee

Schlitz Playhouse  
(Irene Dunne) CBS 9pm Tango - (O) by Theodore Apstein; with Cesar Romero, Ann Savage, Paul Cavanagh, Frank Yaconelli, Marc Snow, Alex Montoya, Florence Lake, Ferris Taylor, Henry Corden, Tony Roux; (Dir) by Leigh Jason (FILM)

The Aldrich Family  
(Bobby Ellis) NBC 9:30 Discipline - (O) by Robert Soderberg & Edith Sommer; with regulars & Dick York; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 31 THROUGH FRIDAY NOVEMBER 7  
~~MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 31 THROUGH FRIDAY NOVEMBER 7~~

Strike It Rich  
(Warren Hull) CBS 11:30 W (am) - Kay Armen (S); F - Gene Schoor (author)

One Woman's Experience WABD 11:30 M through F - Captive Widow - (O) by Virginia Radcliffe; with Peggy Fenn; (SD)

One Man's Experience WABD 11:45 M through F - Letter To My Son - (O) by Ian Martin; with Dave Kerman; (SD)

Garry Moore CBS 1:30 Tu - Several "Dancers of Bali"; Th - Ivan Sanderson (scientist-explorer)

TRIPARTITE FORUM (Cont'd)

| Topic                                   | Time  | Participants   |
|-----------------------------------------|-------|----------------|
| Advances in... (Title by Robert...)     | 10:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 10:30 | Robert... (SP) |
| Twelfth Annual... (Title by Robert...)  | 11:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 11:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 12:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 12:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 13:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 13:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 14:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 14:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 15:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 15:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 16:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 16:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 17:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 17:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 18:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 18:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 19:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 19:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 20:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 20:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 21:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 21:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 22:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 22:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 23:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 23:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 24:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 24:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 25:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 25:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 26:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 26:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 27:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 27:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 28:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 28:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 29:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 29:30 | Robert... (SP) |
| Advances in... (Title by Robert...)     | 30:00 | Robert... (SP) |
| The Role of the... (Title by Robert...) | 30:30 | Robert... (SP) |



MULTIPLE AND ACROSS-BOARD SHOWS FRIDAY OCTOBER 31 THROUGH FRIDAY NOVEMBER 7 (Cont'd)

Ted Steele WPIX 2:30 F - Delora Bueno, Barry Douglas, Carol Blaine, Bill Judd (S); M through F - Stu Foster, Jean O'Brien, Jerri Winters (S)

Art Linkletter's House Party CBS 2:45 M - Buddy Baer (S), Th - Perry Botkin (M-comp) (FROM HOLLYWOOD)

Kate Smith NBC 4pm F - Steve Evans (C); M - The Kateds (D), Aline Dalton (children's storyteller); W - Howard & Shelton (C); Bob Crawley (M); Th - Evalyn Tyner (M), Scene from Tosca with Wilma Spence & Ralph Herbert (S); F - Andre Eglevsky & City Center Ballet Dancers in segment from Don Quixote; Leonard Sues (M)

TV Dinner Date WOR 6:30 M-W-F - add: Whittemore & Lowe (M) as regulars on these days only

Captain Video (Al Hodge) DuM 7pm M through F - New Series through Nov 21 - (O) by Bryce Walton; with regulars & Jack Manning, Ray Boyle, Michael Garrett, Grant Sullivan; (SD)

Short, Short Drama (Ruth Woods) NBC 7:15 Tu - The Cloud - (O) by James Blumgarten; with Peggy Allenby, Loretta Daye, Jamie Smith; Th - City Slicker - (O) by Lee Rogow; with Jed Prouty, George Shelton, Don Briggs (FILM)

Broadway TV Theater WOR 7:30 M through F - The Letter - (O) by W Somerset Maugham; with Sylvia Sidney, Gene Raymond, Joel Ashley, Rai Tosco, David Orrick, William Post, Jr, Oliver Thorndike, Frank De Silva, Diane Derring, Eve Truex; (Staged) by Charles Christenberry

Dinah Shore NBC 7:30 Tu - Jack Smith (S) (FROM HOLLYWOOD)

Perry Como CBS 7:45 W - Teresa Brewer (S)

SATURDAY NOVEMBER 8

Sealtest Big Top (Jack Sterling) CBS 12N Chester & Ramona (risley), Cimse's Scottish Collies, The Brockaways (bicycle), Dick Walter & All-American Boys (trampoline)

It's News To Me (John Daly) CBS 6:30 Anna Lee, John Faulk, Valerie Hobson, Roland Young

Dick Tracy (Ralph Byrd) WABD 6:30 D T & The Mole, Part II - (O) by Robert Leslie Bellem; with Joe Devlin, Raymond Hatton, Thurston Hall, Lois Collier, Florence Bates, Pierre Watkin, Angela Greene, Don Brodie, Dick Elliott, Jack Clifford, Frank Hagney, John Harmon; (Dir) by B Reaves Eason (FILM)

All Star Revue (Tallulah Bankhead) NBC 8pm David Niven, Paul Hartman (D); Ron Fletcher & Dancers; (SW) by Mort Green & George Foster; (TV Dir) by Ed Kahn; (Sets) by Richard Day; (Prod & SD) by Dee Engelbach

Battle Of The Ages (Morey Amsterdam) CBS 10:30 Joey Sheppock (S&D), Lloyd & Susan Willis (D) vs Maxine Sullivan (S), The Briants (acro-C)

INDEX OF THE PAPERS OF THE REV. JOHN W. BROWN

|           |           |           |
|-----------|-----------|-----------|
| 1840-1841 | 1840-1841 | 1840-1841 |
| 1842-1843 | 1842-1843 | 1842-1843 |
| 1844-1845 | 1844-1845 | 1844-1845 |
| 1846-1847 | 1846-1847 | 1846-1847 |
| 1848-1849 | 1848-1849 | 1848-1849 |
| 1850-1851 | 1850-1851 | 1850-1851 |
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| 1854-1855 | 1854-1855 | 1854-1855 |
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| 2020-2021 | 2020-2021 | 2020-2021 |
| 2022-2023 | 2022-2023 | 2022-2023 |
| 2024-2025 | 2024-2025 | 2024-2025 |

Papa Cellini WJZ 4:30 Tito Vuolo replaces Carlo de Angelo in title role, effective Nov 2

The Plainclothes Man DuM 9:30 The Birthday Present - with Will Hussung, Robert (Ken Lynch) Drew, Jeanne Moody, Frank Crieg, Leslie Barrett

The Web CBS 10pm Turn Back - (O) by Henry Kane; with Darren McGavin, Joan Copeland, Thomas Chalmers, Thomas Heaphy, Lewis Charles, Alan Devitt, David Opatoshu, Tony Brand, Earl Dawson; (SD)

Arthur Murray Party DuM 10pm Teresa Brewer (S), Maxie Rosenbloom (C), Sammy (Kathryn Murray) Smith, Nelle Fisher & Jerry Ross (D)

TALENT AVAILABILITIES  
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NEW YORK  
mmmmmmmmmm

CHICAGO  
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ANN BLYTH - PRESS: Al Mendelsohn, PL 9-8000

TONY CANZONERI - ex-fighter & comedian - AGT: Leo Cohen, LU 2-2000

ETHEL COLT - in Songs Of The Theatre at Town Hall, Nov 8 - AGT: NCAC, PL 9-6000

PETER CHAN - AGT: Al Grossman, CI 5-8422

WENDELL COREY - AGT: MCA, PL 9-7500

VALERIE HOBSON - British film star currently in The Promoter - AGT: MCA

SAM LEVENE - Guys And Dolls star - PRESS: Karl Bernstein, CI 6-0427

MERCEDES MCCAMBRIDGE - arrived from West Coast, AGT: Peter Witt, PL 9-7966

RODDY MCDOWALL - AGT: William Morris, JU 6-5100

TERRY MOORE - Returned from shooting Man On A Tightrope in Europe - PRESS: Burt Champion, BR 9-8700

BIBI OSTERWALD - Singer-comedienne - AGT: Marvin Paige, MU 7-1738

EILEEN SCHAULER - alternate Darlin' Aida - AGT: Madelyn Killeen, CI 7-3648

RUTH WARRICK - AGT: Liebling-Wood, VA 6-3718

MARY LOU WILLIAMS - composer, arranger & pianist, AGT: Alice Richman, MU 5-9481

(Phone Numbers are NY)

VICTOR BORGE - pianist & comedian at the Chicago Theatre, AGT: MCA, PL 9-7500

BALLET THEATRE - CONTACT: Mgr, Opera House

HUME CRONYN & JESSICA TANDY - co-starring in The Fourposter (play version which has grossed over \$1,000,000, now in 2nd yr)-CONTACT: Mgr, Blackstone Theatre

AUDREY HEPBURN - star of Roman Holiday, currently in title role of Gigi - CONTACT: Mgr, Selwyn Theatre

RUSSEL NYPE - juvenile featured in Call Me Madame, opening at Edgewater Beach Hotel, AGT: MCA

GEORGE TOBIAS - screen comedian currently in Stalag 17 - CONTACT: Mgr, Erlanger Theatre

LOS ANGELES  
mmmmmmmmmm

(Phone Numbers are LA)

BETSY BLAIR - AGT: Wm Morris, CR 1-6161

MACDONALD CAREY - MGT: Louis Shurr, CR 1-1116

JACK CARSON - currently filming at MGM - MGT: Frank Stempel, CR 6-2001

JO STAFFORD - AGT: Paul Small, CR 1-5246



NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and station throughout the country)

| Scheduled program transmission for the week of: November 2-8 |              |                             |                 |                 |              |
|--------------------------------------------------------------|--------------|-----------------------------|-----------------|-----------------|--------------|
|                                                              |              | Total Hours Network Service |                 |                 |              |
|                                                              |              | ABC                         | CBS             | DuM             | NBC          |
| Time on-)                                                    | Live         | 3/4                         | 10              | 1               | 18           |
| 12 noon )                                                    | Film         | 1/4                         | 1 1/2           | --              | 3 1/2        |
| 12 noon-)                                                    | Live         | 1 3/4                       | 27              | 9 1/2           | 13 1/2       |
| 6:00 pm-)                                                    | Film         | 1/2                         | 1/2             | --              | 5 3/4        |
| 6:00 pm-)                                                    | Live         | 16                          | 24 3/4          | 22              | 20 1/2       |
| time off)                                                    | Film         | 7 1/2                       | 5 3/4           | 3 1/2           | 6 1/4        |
| TOTALS                                                       | Live<br>Film | 18 1/2<br>8 1/4             | 61 3/4<br>7 3/4 | 32 1/2<br>3 1/2 | 52<br>15 1/2 |

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of November 2 - 8

| CITY           | STATION         | Total Hours Transmission (See Note) | % Network Service (See Note) | Live Hours Local Only | Movie* Features |
|----------------|-----------------|-------------------------------------|------------------------------|-----------------------|-----------------|
| New York City  | WJZ (A)         | 89 1/2                              | 26%                          | 25 1/4                | 42              |
| New York City  | WCBS (C)        | 104 1/4                             | 66%                          | 7 1/2                 | 27              |
| New York City  | WABD (D)        | 78 3/4                              | 45%                          | 31 3/4                | 10 1/2          |
| New York City  | WNBT (N)        | 104 3/4                             | 64%                          | 27 3/4                | 20 1/4          |
| New York City  | WOR (I)         | 83 3/4                              | --                           | 33 3/4                | 32              |
| Columbus, Ohio | WTVN (A,D)      | 91 1/4                              | 32%                          | 27 1/2                | 13              |
| Miami, Florida | WTVJ (All)      | 114 1/4                             | 58%                          | 32 1/4                | 1 1/2           |
| Minn-St. Paul  | WCCO-TV (A,C,D) | 116                                 | 37%                          | 22                    | 21              |

NOTE: Nov 4 Election Day coverage, net and local, will extend all totals.

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Co; I - Independent, no network service; All - Served by all networks.

\* Movie features and shorts not originally made for TV, excluding news and sports-reels.

3 - Comparison of the two

| Year                    | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | 1960 |
|-------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Production (1000 tons)  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Consumption (1000 tons) | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Stocks (1000 tons)      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Imports (1000 tons)     | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Exports (1000 tons)     | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Balance of Trade        | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Balance of Payments     | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |

1. The first part of the table shows the production, consumption, stocks, imports and exports of the country. The second part shows the balance of trade and the balance of payments.

3 - Comparison of the two

| Year                    | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | 1960 |
|-------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Production (1000 tons)  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Consumption (1000 tons) | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Stocks (1000 tons)      | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Imports (1000 tons)     | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Exports (1000 tons)     | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Balance of Trade        | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |
| Balance of Payments     | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  | 100  |

The first part of the table shows the production, consumption, stocks, imports and exports of the country. The second part shows the balance of trade and the balance of payments.

NOVEMBER 9-15, 1952

VOL 4 NO 6

SUPPLEMENT B

# Ross Reports

EDITOR: Jerry Leichter  
ASSOC EDS: David B Graham  
Alvin Sullum  
BUS MGR: Darryl A King

## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York, 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(9)

ABC - 10:30-11pm; DEBUT; Anywhere, U S A; from WJZ-TV(ON FILM) to the net; Presented by ABC Public Affairs in assn with the Health Information Foundation; Prod - Victor Weingarten; Dir - John F Becker; Dir of Photography - Mitch L Petreyko; Eddie Dowling and Robert Preston star in different episodes of Americans' progress toward better health, combining authentic medical information with theatrical technique; there are six programs in the series, the first of which stars Eddie Dowling in "The Man in the Window", with Dorothy Peterson, Alan Devitt and Carl Frank; hospital scenes were filmed at the NYU-Bellevue Rehabilitation Center.

CBS - 3:30-4pm; RETURN & NEW TIME; What in the World; from WCAU-TV(Phila) to the net; Sustaining; Pkgr - Charles Vanda for WCAU-TV; Prod - Robert A Forrest; Dr Froelich Rainey, director of the University of Pennsylvania Museum, is moderator, with Dr Carleton Coon and Dr Schuyler Cammann, of the University's Department of Anthropology, and a visiting expert, ponder art objects of past eras; program, preempted by political programs for the past three weeks, was formerly seen at 5:30pm; Whistle Stop, USA had been seen in the 3:30-4pm time slot.

CBS - 4:30-6pm; DEBUT; Omnibus; from WCBS-TV(New York) to 25 sta & 11 kine; Sponsor - Willys-Overland Motors(Aero-Willys) thru Canaday, Ewell & Thurber (one-fifth of program); Program Pkgr - TV-Radio Workshop of the Ford Foundation; Exec Prod - Robert Saudek; Administration - John C Turner; Prod - William Spier; Dir - Andrew McCullough; For Production - Paul Feigay; For Film - Boris D Kaplan; Set Designer - Henry May; Writer & MC - Alistair Cooke; Production credits for premiere productions: scene from "The Mikado" by Gilbert & Sullivan, with Martyn Green and Ella Halman, Lehman Engel conducting; "The Bad Men" by William Saroyan, with Russell Collins, Joshua Shelley, Harry Bellaver, Malcolm Broderick, James Westerfield, Mary Stuart, Sidney Poitier and Sharon Porter; "Witch Doctor", produced by Ritter-Lerner-Young Associates and Unity Films, with Jean Leon Destine, Jeanne Ramon and Alphonse Cimber; "Anne Boleyn" by Maxwell Anderson, Producer - Alan Anderson, Dir - Alex Segal, with music composed by Suzanne Bloch. Cast includes Lilli Palmer, Rex Harrison, Edwin Jerome, Jonathan Harris, Richard Kiley and Robert Pastene.

Tue(11)

DuM - 8-8:30pm; LAST SHOW; Power of Women; from WABD(NY) to the net; Sustaining; Prod - Duncan MacDonald; Dir - Wesley Kenney; public affairs program debuted July 1; Vivien Kellems was the moderator until September.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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THIS WEEK(Cont'd)

Tue(11)

NBC - 10:58am-12:30pm; HIGHLIGHT; Armistice Day Services; from WNBW(Washington, DC) to the net; Sustaining; President Truman will address the nation during the annual Armistice Day services from the amphitheater at the tomb of the Unknown Soldier at Arlington Cemetery, Virginia.

NBC - 2-2:30pm; HIGHLIGHT; National Conference of Christians & Jews Luncheon; from WNBW(Washington, DC) to the net; Sustaining; Brig Gen David Sarnoff, chairman of the board of RCA, will deliver an address on "World Brotherhood and Science" at the 25th anniversary luncheon concluding the three-day meeting of the NCCJ. Dr Everett R Clinchy, NCCJ prexy, also speaks.

Sat(15)

CBS - 11-11:30am; NEW TIME; There's One In Every Family; from WCBS-TV(NY) to the net; Sustaining; audience participation quiz was formerly seen Monday thru Friday only; Mike Buff will be MC for the Saturday program, with John Reed King remaining as MC Monday thru Friday. Western film program was formerly seen in the 10:30-11:30am network time slot.

CBS - 9-10pm; HIGHLIGHT; Dedication Ceremonies for CBS Television City in Hollywood; from KNXT(Hwood) to the net; Jack Benny will host the special show on which Governor Earl Warren of California will appear; among the stars scheduled to appear are Lucille Ball and Desi Arnaz, Eve Arden, George Burns and Gracie Allen, Eddie (Rochester) Anderson, Bob Crosby, Cass Daley, Art Linkletter, Tim Moore (Kingfish), Alvin Childress (Amos), Spencer Williams (Andy), Gisele MacKenzie, J Carrol Naish, Marie Wilson, Cathy Lewis, Alan Young and others; music by Lud Gluskin.

LAST WEEK'S NETWORK CHANGES

DuM - Steve Randall; RETURN Nov 7; Fri 8-8:30pm; from WABD(ON FILM) to the net; Sustaining; Melvyn Douglas stars as lawyer-detective; Produced by Marion Parsonnet, the film series is a second run of Hollywood Off-Beat, seen during the summer on WNBW(NY).

NBC - Ask Washington; DEBUT Nov 5; Wed 10:30-11am; from WNBW(Washington,DC) to the net; Sustaining; Prod-Dir - Ted Ayers WNBW; Conceived by Lou Hazam, NBC commentators will appear on question-and-answer program and reply to letters and telegrams from televiewers who want to know what's happening in the nation's capitol. Campaign Call was formerly seen in this time slot.

NETWORK SPONSOR ACTIVITY

S C JOHNSON(Johnson's Wax) thru Needham, Louis & Brorby is replacing C A SWANSON(Canned & Frozen Poultry and Margarine) thru Tatham Laird as alternate week sponsor of The Name's the Same(ABC-TV). Currently seen Wednesday's 7:30-8pm, the program will move to the Tuesday 10:30-11pm time slot on December 2. AVCO MFG(Bendix Home Appliances) thru Tatham Laird, continues as alternate sponsor.

MASLAND CARPETS thru Anderson & Cairns will not renew their alternate week sponsorship of Tales of Tomorrow(ABC-TV Fri 9:30-10pm) after the current cycle ends on December 26.

PILLSBURY MILLS(Ballard Division's Ovenready Biscuits) thru Campbell-Mithun, Inc, will sponsor the Tuesday 1:45-2pm segment of the Garry Moore Show on CBS-TV starting Dec 2.

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1006-1007: [Illegible text]

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1012-1013: [Illegible text]

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1016-1017: [Illegible text]

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NETWORK SPONSOR ACTIVITY(Cont'd)

SWEETS CO OF AMERICA(Tootsie Rolls & other candy) thru Moselle & Eisen, will sponsor Paul Whiteman's TV Teen Club (ABC-TV Sat 7-7:30pm) from November 22 for 52 weeks.

WESTINGHOUSE ELECTRIC thru McCann-Erickson has purchased the Friday 10:45-11am time slot on CBS-TV, effective January 2 for a show starring Betty Furness.

CANNON MILLS has switched its hosiery account from Young & Rubicam to N W Ayer, effective January 2, 1953. Ayer will also handle a new related product campaign on towels, sheets, bedspreads and blankets.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - The Big Picture; RETURN Nov 9; Sun 2:30-3pm; Sustaining; Producer - New York U S Army Signal Corps Photographic Center; Distributor - Radio-TV Branch, Public Information Divison, Dept of the Army; Capt Carl Zimmerman narrates films which cover range of subjects dealing with the Army and its personnel; this series was seen on various local stations last season; the first program of the new 13-week cycle is entitled "A Day in Korea" and compares the life of the individual soldier in the US with that of a GI on the front lines of Korea.

Your Jeweler's Showcase; DEBUT Nov 11; Tue 10:30-11pm; (ON FILM); Sponsor - International Silver thru Young & Rubicam and Hamilton Watch Co thru BBD&O (alternate weeks); Pkgr - Screen Televideo, Hwood; Exec Prod - Gil Ralston; Prod - Robert Lord; new series of half-hour dramatic films made for the sponsors, will be seen on other local stations throughout the country.

WJZ-TV(Ch 7) - Joe Franklin's Memory Lane; NEW TIME Nov 9; Sun 10:15-10:30pm; program was formerly seen for a half-hour 10:15-10:45pm; TV Snapshots, formerly seen Sunday 10:45-11pm, has been dropped (see Anywhere, USA, Page 1 this issue)

Oh, Baby!; DEBUT Nov 11; Tue 3:55-4pm; Sponsor - Mennen Co (Baby Products) thru Grey Advertising; Agcy Superv - Jerry Ford; Pkgr-Prod-Cast - Jack Barry & Dan Enright; Program is on film, and uses babies twelve to eighteen months old with interesting faces and mouth movements; program is spotted on other local outlets.

WNBT(Ch 4) - Look at the Weather; NEW TIME Nov 8; Sat 11:15-11:20pm; Prod-Dir - NY John Chapin WNBT; Jon Gnagy, who has been seen Mondays thru Fridays on this program since June 23, expands schedule to six-a-week.

WPIX(Ch 11) - Your Claim to Fame; NEW TIME Nov 9; Sunday 4:30-5pm; Sponsor - NY Triad Window Co of Chicago thru Rand Advertising; program debuted October 26 in the 12noon-12:30pm time slot same day.

WGN-TV(Ch 9) - Courtesy Television Theater; foreign film program is the first in Chicago to have the English titles read by a commentator; test proved to be successful.

KECA-TV(Ch 7) - Wrestling from Olympic Auditorium; DEBUT Dec; Wed 9-11pm; ABC-TV's Hollywood Western Division has secured rights to the wrestling bouts for feeding live to inter-connected TV stations in the eleven Western States, as well as supplementary coverage to non-connected stations, marking the first practical application of an extensive regional TV network in the West.

STATE OF NEW YORK  
IN SENATE  
January 11, 1957.

REPORT OF THE COMMISSIONERS OF THE DEPARTMENT OF SOCIAL SERVICES  
ON THE ADMINISTRATION OF THE DEPARTMENT FOR THE YEAR 1956.

ALBANY: THE UNIVERSITY OF THE STATE OF NEW YORK PRESS, 1957.

TABLE OF CONTENTS

Introduction 1  
I. THE DEPARTMENT OF SOCIAL SERVICES 1  
A. THE DEPARTMENT'S MISSION AND OBJECTIVES 1  
B. THE DEPARTMENT'S ORGANIZATION 2  
C. THE DEPARTMENT'S BUDGET 3  
D. THE DEPARTMENT'S PERSONNEL 4  
E. THE DEPARTMENT'S SERVICES 5

II. THE DEPARTMENT'S SERVICES 5  
A. CHILDREN AND FAMILIES 5  
B. MENTAL HEALTH 6  
C. SOCIAL WORK 7  
D. VOLUNTEER SERVICE 8  
E. RESEARCH AND EVALUATION 9

III. THE DEPARTMENT'S SERVICES 10  
A. CHILDREN AND FAMILIES 10  
B. MENTAL HEALTH 11  
C. SOCIAL WORK 12  
D. VOLUNTEER SERVICE 13  
E. RESEARCH AND EVALUATION 14

IV. THE DEPARTMENT'S SERVICES 15  
A. CHILDREN AND FAMILIES 15  
B. MENTAL HEALTH 16  
C. SOCIAL WORK 17  
D. VOLUNTEER SERVICE 18  
E. RESEARCH AND EVALUATION 19

V. THE DEPARTMENT'S SERVICES 20  
A. CHILDREN AND FAMILIES 20  
B. MENTAL HEALTH 21  
C. SOCIAL WORK 22  
D. VOLUNTEER SERVICE 23  
E. RESEARCH AND EVALUATION 24

VI. THE DEPARTMENT'S SERVICES 25  
A. CHILDREN AND FAMILIES 25  
B. MENTAL HEALTH 26  
C. SOCIAL WORK 27  
D. VOLUNTEER SERVICE 28  
E. RESEARCH AND EVALUATION 29

VII. THE DEPARTMENT'S SERVICES 30  
A. CHILDREN AND FAMILIES 30  
B. MENTAL HEALTH 31  
C. SOCIAL WORK 32  
D. VOLUNTEER SERVICE 33  
E. RESEARCH AND EVALUATION 34

VIII. THE DEPARTMENT'S SERVICES 35  
A. CHILDREN AND FAMILIES 35  
B. MENTAL HEALTH 36  
C. SOCIAL WORK 37  
D. VOLUNTEER SERVICE 38  
E. RESEARCH AND EVALUATION 39

## FILM REPORT

GEORGE F FOLEY FINDS PARIS PRODUCTION COSTS HIGH, and has decided to set up production in Rome on two untitled dramatic series. Concerned with cutting production costs, the packager of Tales of Tomorrow and The Herman Hickman Show, said last week that costs in Paris are higher than in NY, but that in Rome he can get capable production personnel to film his projected series, and save money in the bargain. He intends using American actors now living and working in Europe. The first series of 13 full-hour dramatic stories is scheduled to begin shooting in January, to be followed by 26 half-hour dramatic programs; neither of the packages have any set formula or central character.

HEDY LAMARR TO STAR IN TV FILMS IN ITALY, to be produced by Victor Pahlen, who will be associated with Thetis Films of Rome. To be entitled Great Loves, the half-hour films will include subjects written by Aeneas McKenzie, Salka Viertel, John Kafka and several Italian writers. Production is scheduled to start November 15, with the films to be shot in color. Original plan is for 26 films, with options for another 13.

CONSOLIDATED TV ANNOUNCE 6 NEW SALES of programs filmed especially for TV: Front Page Detective to WTOP(Washington, DC) & WTTV(Bloomington, Ind) for Falls City Brewing Co; All American Game of the Week to WENR-TV(Chicago) for Otto Paint Co & to KPTV (Portland, Oregon) for Ralph Hoyt Co; Public Prosecutor to WDAF-TV(Kansas City, Mo) for Katz Drug Co; and Hollywood Half-Hour to WOC-TV(Davenport, Iowa) for Tri-City Radio Supply Co. According to Peter M Robeck, general manager of CTS, who is in NY to look over new product and arrange some merchandising deals, better selling methods can result from concentrating on distribution only. He stresses that Consolidated has not gone into production so that the company can not be accused of pushing aside an independent producer's series in favor of a house produced program. Robeck also says that Consolidated will invest in series that are already in production.

REYNOLDS TO PRODUCE DRAMATIC SERIES FOR GENERAL ELECTRIC, with Gil Ralston and Arthur Ripley supervising production. Stuart Reynolds, president of Reynolds Productions, announced last week that he had signed an agreement with BBD&O to produce a half-hour film series using top film stars for General Electric.

TOM KELLEY-TV STUDIOS START PRODUCTION OF SYNDICATED COMMERCIALS in Hollywood. First production will be of four series for regional use by sponsors in the beer, bakery, specialty meat and milk products fields. Visually, the commercials will be divided approximately 75% to stock shots and 25% to individually tailored shots to provide sponsor identification. The studio estimates the syndication will provide spots at one-third the cost of similar commercials made to order for a single company.

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## NEWS DIGEST

NBC-TV NETWORK DATA CHART FOR OCTOBER 1 puts the number of TV sets installed in the United States as of that date at 19,124,900, an increase of 413,100 over the figures for the previous month. With 112 stations operating in 66 markets, there are 19,095,500 sets installed in the areas covered by NBC's 65 station interconnected network.

MEMORANDUM

1. The purpose of this memorandum is to advise you of the results of the review of the proposed program for the year 1964. The review was conducted by the Committee on the Status of the Nation's Science and Technology, and the results are summarized in the attached report. The report is being distributed to you for your information and for your use in planning for the year 1964.

2. The review was conducted by the Committee on the Status of the Nation's Science and Technology, which was established by the President in 1959. The Committee is composed of members from the Federal Government, the State Government, and the private sector. The Committee's report is being distributed to you for your information and for your use in planning for the year 1964.

3. The review was conducted by the Committee on the Status of the Nation's Science and Technology, which was established by the President in 1959. The Committee is composed of members from the Federal Government, the State Government, and the private sector. The Committee's report is being distributed to you for your information and for your use in planning for the year 1964.

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MEMORANDUM

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NEWS DIGEST(Cont'd)

NEW YORK AREA NIELSEN RATINGS FOR 4 WEEKS ENDING OCTOBER 11, are as follows:

| <u>Program</u>                   | <u>No. of<br/>Telecasts</u> | <u>% Homes</u> | <u>* No. Homes (000)</u> |
|----------------------------------|-----------------------------|----------------|--------------------------|
| I Love Lucy                      | 4                           | 56.4           | 1,748                    |
| Talent Scouts                    | 4                           | 45.2           | 1,401                    |
| Texaco Star Theater              | 3                           | 44.4           | 1,376                    |
| Colgate Comedy Hour              | 2                           | 42.0           | 1,302                    |
| Gangbusters                      | 2                           | 41.3           | 1,280                    |
| Dragnet                          | 2                           | 40.7           | 1,262                    |
| Life With Luigi                  | 3                           | 39.7           | 1,231                    |
| The Hunter                       | 2                           | 38.0           | 1,178                    |
| Godfrey & Friends(Chesterfields) | 4                           | 36.0           | 1,116                    |
| Fireside Theater                 | 2                           | 35.5           | 1,101                    |

\*NOTE: Number of homes was obtained by applying the percentage rating to 3,100,000, the September 1, 1952 NBC estimate of total TV homes in the 'New York' Area.

ADDITIONAL TV-AREA HOOPERATINGS ADD SUBSCRIBERS; One advertiser and six advertising agencies have been added to the group which has already subscribed to the new Hooper service announced last month. They include: Campbell-Mithun, Inc; Carter Products, Inc; Fitzgerald Advertising Agency; Gardner Advertising Company; Kudner Agency, Inc; Ruthrauff & Ryan, Inc; Tatham-Laird, Inc. THE PULSE, INC will have completed 354 TV reports on 45 cities in the twelve month period ending December, 1952.

DUMONT SCHEDULES OPENING OF NEW NY TELE-CENTRE EARLY IN 1953; comprising eight floors, with 2,500,000 cubic feet of space, the structure is located at 205 East 67th Street in New York City. Completely air conditioned, the Tele-Centre will have five large studios, ranging in size from 75'x40'x30' high to 101'x72'x40' high, with the latter studio two floors deep. Control rooms, offices and the network's news facilities will be housed on the first floor. The second story will include clients' booth booths; master control; film, tape and disc recording; engineering offices; maintenance shop and a film projection room. Third floor will have control rooms, offices, film editing rooms and vaults. Fourth floor - clients' booths, lighting control equipment rooms and mechanical equipment rooms. Fifth floor - dressing, rehearsal and make-up rooms. Sixth - control rooms. Seventh - clients' booths and lighting control equipment rooms. The top floor and the lower level contain air conditioning equipment, telephone switchboard, storage rooms and lockers. Dressing room facilities will be found on five of the eight floors, and there are three lounges.

COLUMBIA TELEVISION PACIFIC NETWORK DISTRIBUTES FIRST RATE CARD which has been sent to advertisers and agencies. Besides KNXT, Hollywood, stations in the regional network are KFMB-TV, San Diego; KPIX, San Francisco; KSL-TV, Salt Lake City; and KPHO-TV, Phoenix. Advertisers may buy four listed station combinations using CTPN facilities. Charges for one-time telecast for the various CTPN combinations for a half-hour, Class A, program are as follows:

1. Station time KNXT & KPIX \$1980. Cable charge \$125.
2. KNXT, KPIX, KFMB-TV - \$2400. Cable \$165.
3. KNXT, KPIX, KFMB-TV, KSL-TV - \$2750. Cable \$380.
4. KNXT, KPIX, KFMB-TV, KSL-TV, KPHO-TV - \$2970. Cable \$500.

SECRET

THIS DOCUMENT CONTAINS INFORMATION OF A CONFIDENTIAL NATURE

| Item | Description | Quantity | Unit Price | Total |
|------|-------------|----------|------------|-------|
| 1    | ...         | ...      | ...        | ...   |
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FOR THE RECORD, THE FOLLOWING IS A SUMMARY OF THE INFORMATION CONTAINED IN THIS REPORT. THE INFORMATION IS UNCLASSIFIED EXCEPT WHERE SHOWN OTHERWISE.

ADDITIONAL INFORMATION IS CONTAINED IN THE ATTACHED REPORTS. THE INFORMATION IS UNCLASSIFIED EXCEPT WHERE SHOWN OTHERWISE.

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FOR THE RECORD, THE FOLLOWING IS A SUMMARY OF THE INFORMATION CONTAINED IN THIS REPORT. THE INFORMATION IS UNCLASSIFIED EXCEPT WHERE SHOWN OTHERWISE.



NEWS DIGEST(Cont'd)

NEW NETWORK AFFILIATES: Station WROV-TV(Ch 27), Roanoke, Virginia, to ABC-TV Network, effective December 15. It is owned by Radio Roanoke, Inc, with Frank Koehler as the station's general manager. Station KROD-TV(Ch 4), El Paso, Texas, to CBS Television Network, effective January 1, as a non-interconnected affiliate. It is owned and operated by Roderick Broadcasting Corp, with Val Lawrence as president and general manager. Station WSLs-TV, Roanoke, Va, to CBS Television Network, effective December 1. Station WBRE-TV, Wilkes-Barre, Pa, to CBS Television Network, effective December 15.

TV PUBLIC RELATIONS DUTIES, according to a questionnaire answered by 44 stations, show that the average TV public relations man is responsible for press information, audience promotion, sales promotion, and facility tours. The questionnaire, the first distributed by TV-PR Forum, cooperative organization of television public relations personnel (sponsored by WAAM, Baltimore), also revealed that the minimum PR staff, with some exceptions, is a PR director, one secretary and one assistant, all fulltime. The station staffs range from a nine-man staff to two one-man operations, but the greater number have the three-man norm.

PERSONNEL CHANGES

Peter Finney, vice-president of Harry B Cohen Advertising Company, has been placed in charge of all radio-TV activities except time-buying, and has also been appointed to the plans board.....Joseph Creamer, former director of advertising and promotion at WOR and WOR-TV, New York, has joined Batten, Barton, Durstine & Osborn in their creative copy and planning department.....Miss Duncan MacDonald, supervisor of women's programs for WABD and the DuMont Television Network for more than two years, has been given the added responsibility of supervising of religious programming for the network and its key station.....Harmon O Nelson has been appointed program director of KNBH, NBC-TV's Hollywood outlet. In the past, Nelson has served as a writer-producer-director with Young & Rubicam and with Kenyon & Eckhardt, and was head of the radio-TV department of the Berg-Allenberg Agency before its merger with William Morris.

Ray Wagner and William Schnurr have been shifted from the radio-TV department of Young & Rubicam in New York, to the agency's Hollywood office. Wagner will direct radio-TV commercial writing and production; Schnurr is a commercial writer.....Clifford Ogden has been appointed supervisor of West Coast television sales for NBC-TV, with headquarters in Hollywood. He formerly was vice-president and general manager of the broadcast division of Capitol Records.....William A Boeger, Jr has been appointed a vice-president of Cowan & Dengler, Inc. He has been with the agency for the past two and a half years as account executive on the Raytheon radio-TV account.....William Wall has joined Morey, Humm & Johnstone, Inc as a writer in the radio & TV department. His former affiliation was Cunningham & Walsh.

The Network and Local TV Programming Analyses, on appendix page A weekly, will not appear this week because Election Day and Armistice Day schedules have upset normal hour totals. They will appear again next week.

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TALENT SHOWSHEET NOVEMBER 10-16, 1952

PROGRAM

NET TIME(EST)

TALENT ROSTER

Most of the shows on November 7, 8, 9, were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, November 14. Script indentifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY NOVEMBER 7  
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Mama CBS 8pm Dagmar's Haunting Fragrance -(O) by Max Wilk;
(Peggy Wood) with regulars & G. Albert Smith, Heywood Hale
Broun, Karl Lukas, Arthur Walsh, Bob Burland; (SD)

Dark of the Night DuM 8:30 Peter Turgeon, Peggy Lobbin, Sally Gracie, Alan
(Carl Low) Rich, Donald McClelland (SW & SD)

Gulf Playhouse NBC 8:30 A Question of Rank - (O) by Carey Wilber; with
Eddie Bracken, Hanley Stafford, Beverly Whitney,
George Mathews, Winston Ross, Ray Bramley, John Boyd, Bobby
Hastings, George Pleasants; (SD) by Wes McKee

The Big Story NBC 9pm Ernie Warden, Wichita (Kansas) Beacon - (O) by
(Robert Sloane) Max Ehrlich; with Edmond Ryan, Tom Reynolds,
Susan Hallaran, Richard Carlyle, Frank Sutton, Nellie Burt,
Geoffrey Bryant, Gordon B. Clarke; (SD)

Tales of Tomorrow ABC 9:30 The Window - (O) by Frank P. DeFelitta; with
Rod Steiger, Frank Maxwell, Virginia Vincent;
(SD)

Twenty Questions DuM 10pm Chester Morris & regulars
(Bill Slater)

SATURDAY NOVEMBER 8
~~~~~

Stork Club CBS 7pm Dorothy Kilgallen, Nick Kenny, Randy Hall (M)  
(Sherman Billingsley) Nancy Walker, Ham Fisher

My Hero NBC 7:30 regulars (John Littel, Julie Bishop) & Mary Beth  
(Robert Cummings) Hughes

Trapped WOR 7:30 Drum Fire - (O) by Lona Kenny; with Rene Paul,  
Vilma Kurer, Frank Hammerton, John Barclay

Jackie Gleason CBS 8pm Dick Haymes

All Star Revue NBC 8pm add: Vaughn Monroe, Patsy Kelly, Phil Foster (C)  
(Tallulah Bankhead)

Your Show of Shows NBC 9pm Jane Wyatt, guest hostess & regulars  
(Caesar & Coca)

Battle of the Ages CBS 10:30 Maxine Sullivan  
(Morey Amsterdam)

SUNDAY NOVEMBER 9  
~~~~~

Tootsie Hippodome ABC 12:15 Bud Carlell & Rose (rope-spinners)

Part of the show on November 7, 8, 9, were listed in last week's report. Shows & additions are included here for the week. This is the second listing of the week. Shows are grouped together after the listing for Friday, November 11. Shows are listed in order of original (O), repeat (R), and special (S). Shows are identified as regular (R), special (S), and repeat (R).

FRIDAY NOVEMBER 7

10:00 AM	Tommy's Family Program - (O) by Tom Miller with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Tommy's Family Program (S)
10:30 AM	Patricia's Family Program - (O) by Patricia Smith with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Patricia's Family Program (S)
11:00 AM	A Family of Four - (O) by Garry Shandling with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	A Family of Four (S)
11:30 AM	George Jackson, Winston Ross, Ed Bradley, Tom Post, Bob Finkelstein, George Jackson (S) by Tom Post	George Jackson (S)
12:00 PM	Emile Meyer, Michael (Kenny) Rogers - (O) by Tom Post with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Emile Meyer (S)
12:30 PM	The Window - (O) by Frank S. Defilippo with regulars Frank S. Defilippo, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	The Window (S)
1:00 PM	Guest Hosts & regulars	Guest Hosts & regulars (S)

SATURDAY NOVEMBER 8

10:00 AM	Tommy's Family Program - (O) by Tom Miller with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Tommy's Family Program (S)
10:30 AM	Patricia's Family Program - (O) by Patricia Smith with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Patricia's Family Program (S)
11:00 AM	A Family of Four - (O) by Garry Shandling with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	A Family of Four (S)
11:30 AM	George Jackson, Winston Ross, Ed Bradley, Tom Post, Bob Finkelstein, George Jackson (S) by Tom Post	George Jackson (S)
12:00 PM	Emile Meyer, Michael (Kenny) Rogers - (O) by Tom Post with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Emile Meyer (S)
12:30 PM	The Window - (O) by Frank S. Defilippo with regulars Frank S. Defilippo, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	The Window (S)
1:00 PM	Guest Hosts & regulars	Guest Hosts & regulars (S)
1:30 PM	Tommy's Family Program - (O) by Tom Miller with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Tommy's Family Program (S)
2:00 PM	Patricia's Family Program - (O) by Patricia Smith with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Patricia's Family Program (S)
2:30 PM	A Family of Four - (O) by Garry Shandling with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	A Family of Four (S)
3:00 PM	George Jackson, Winston Ross, Ed Bradley, Tom Post, Bob Finkelstein, George Jackson (S) by Tom Post	George Jackson (S)
3:30 PM	Emile Meyer, Michael (Kenny) Rogers - (O) by Tom Post with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Emile Meyer (S)
4:00 PM	The Window - (O) by Frank S. Defilippo with regulars Frank S. Defilippo, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	The Window (S)
4:30 PM	Guest Hosts & regulars	Guest Hosts & regulars (S)
5:00 PM	Tommy's Family Program - (O) by Tom Miller with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Tommy's Family Program (S)
5:30 PM	Patricia's Family Program - (O) by Patricia Smith with regulars G. Lynn Smith, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Patricia's Family Program (S)
6:00 PM	A Family of Four - (O) by Garry Shandling with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	A Family of Four (S)
6:30 PM	George Jackson, Winston Ross, Ed Bradley, Tom Post, Bob Finkelstein, George Jackson (S) by Tom Post	George Jackson (S)
7:00 PM	Emile Meyer, Michael (Kenny) Rogers - (O) by Tom Post with regulars Garry Shandling, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	Emile Meyer (S)
7:30 PM	The Window - (O) by Frank S. Defilippo with regulars Frank S. Defilippo, Nancy Lee Brown, Karl Lutz, Arlene Walsh, Bob Williams (S)	The Window (S)
8:00 PM	Guest Hosts & regulars	Guest Hosts & regulars (S)

SUNDAY NOVEMBER 9 (Cont'd)

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|                                                   |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Frontiers of Faith</u>                         | NBC 1:30 | <u>The World of Sholem Aleichem</u> - (O) by Maurice Samuel; (A) by Morton Wishengrad; with Sam Levene, Aline McMahon, Ezra Stone, Joseph Wiseman; (SD)                                                                                                                                                                                                                                                                                                                                                                              |
| <u>Lamp Unto My Feet</u>                          | CBS 3:30 | <u>The Question</u> - with William Hartley, Hans Van Twardowski, Victor Thorley, Leni Stengel; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <u>Omnibus</u>                                    | CBS 4:30 | <u>The Mikado</u> - by Gilbert & Sullivan; with Martyn Green, Ella Halman; <u>The Bad Men</u> - (O) by William Saroyan; with Russell Collins, Joshua Shelley, Harry Bellaver, Malcolm Broderick, James Westerfield, Sidney Poitier, Sharon Porter; <u>Witch Doctor</u> - with Jean Leon Destine, Jeanne Ramon, Alphonse Cimber; <u>Anne Boleyn</u> - (O) by Maxwell Anderson; with Lilli Palmer, Rex Harrison, Jonathan Harris, Edwin Jerome, Richard Kiley, Robert Pastene; Dir by Alex Segal (Anne Boleyn only); <u>See Page 1</u> |
| <u>Hallmark Theater</u>                           | NBC 4:30 | <u>The Bread of Freedom</u> - (O) by James Trues; with Malcolm Beggs, Stephen Courtleigh, Nick Saunders, Johanna Douglas, Bramwell Fletcher, Allan Stevenson, Richard Smith, David Durston, Byron Sanders, Frank Stevens, Arthur Hanson, Vincent Van Lynn; (SD)                                                                                                                                                                                                                                                                      |
| <u>Super Circus</u>                               | ABC 5pm  | Bob Hammond & trained cockatoos, The Great Conrad, Colleano Family (jugglers), Malikova (high-wire), Pedro & Durand (balancers)                                                                                                                                                                                                                                                                                                                                                                                                      |
| <u>This is Show Business</u><br>(Clifton Fadiman) | CBS 7:30 | Ilona Massey (panelist), Margaret Whiting, Jack E. Leonard, Gloria Gilbert (D)                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>Toast of the Town</u><br>(Ed Sullivan)         | CBS 8pm  | Bert Lahr, Barry Fitzgerald, Mimi Benzell, Harry Mimmo (pantomimist), Delta Rhythm Boys                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <u>Colgate Comedy Hour</u><br>(Bob Hope)          | NBC 8pm  | Rosemary Clooney, Bill Goodwin, Four Step Bros (D), Les Brown; Dir - Al Capstaff (FROM H'WOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>Rocky King</u><br>(Roscoe Karns)               | DuM 9pm  | <u>Cop Killer</u> - (O) by Frank Phares; with Mario Badolatti, Calvin Thomas, Karl Lukas; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <u>Television Playhouse</u>                       | NBC 9pm  | <u>The Darkness Below</u> - (O) Sydney Chaplin; (A) by Robert Alan Aurthur; with Ralph Meeker, Gerald O'Laughlin, Kim Stanley, Mike Kellin, Tamara Daykarhanova, Rusty Lane, Mary James; (SD) by Vincent Donehue                                                                                                                                                                                                                                                                                                                     |
| <u>Plainclothes Man</u><br>(Ken Lynch)            | DuM 9:30 | <u>The Birthday Present</u> - with Will Hussung, Robert Drew, Jeanne Moody, Frank Crieg, Leslie Barrett, Jack Orrison, Helen Gillette                                                                                                                                                                                                                                                                                                                                                                                                |
| <u>Arthur Murray Party</u><br>(Kathryn Murray)    | DuM 10pm | add: Bil & Cora Baird (Puppeteers)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <u>The Doctor</u><br>(Warner Anderson)            | NBC 10pm | <u>The White Medallion</u> - (O) by Gene Levitt; with Maudie Prickett, Ludwig Donath, Robert Sherman, Elizabeth Fraser, Esther Michaelson; Dir by Robert Aldrich (FILM)                                                                                                                                                                                                                                                                                                                                                              |

MONDAY NOVEMBER 11

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<u>Hollywood Screen Test</u>	ABC 7:30	<u>Jonathon Trimble</u> - (O) by Mort Lewis; with Albert Dekker, Dorothy Jolliffe, Chris Barberry (SD)
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The Will of Charles ... (O) by ...	100 100	The Will of Charles ...
The ... (O) by ...	100 100	The ...
The ... (O) by ...	100 100	The ...
The ... (O) by ...	100 100	The ...
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SECRET - SECURITY INFORMATION

MONDAY NOVEMBER 10 (Cont'd)
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|----------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lux Video Theater</u>                     | CBS 8pm   | <u>Something to Celebrate</u> - (O) by John Whedon; with Paul Lukas, Signe Hasso, E. A. Krumschmidt, Anna Appel, Nils Asther, Paul Andor, Alfred Hesse, Eva Gerson, Walter Kohler, Constance Hoffman, Ella Monnard, Sidney Lee, Jane Sparks, Bruce Reynolds, Mildred Reynolds, Josie Robertson, Walter Teschan                                        |
| <u>Paul Winchell &amp; Jerry Mahoney</u>     | NBC 8pm   | Fran Warren                                                                                                                                                                                                                                                                                                                                           |
| <u>Talent Scouts</u><br>(Arthur Godfrey)     | CBS 8:30  | Mary Cagney (S), Fernando Pasqualone (M), Bob Santa Maria (S), The Evans Brothers (S)                                                                                                                                                                                                                                                                 |
| <u>Voice of Firestone</u><br>(Howard Barlow) | NBC 8:30  | Gladys Swarthout                                                                                                                                                                                                                                                                                                                                      |
| <u>Guide Right</u><br>(Russell & DeWitt)     | DuM 9pm   | Mel Torme, Sonny Gale (S), Chandu the Magician                                                                                                                                                                                                                                                                                                        |
| <u>H'wood Opening Night</u>                  | NBC 9pm   | <u>Thirty Days</u> - (O) by Mortimer Braus & Malvin Wald with Edward Arnold, Robert Stack (FROM H'WOOD)                                                                                                                                                                                                                                               |
| <u>Robert Montgomery</u>                     | NBC 9:30  | <u>The Biarritz Scandal</u> - (O) by Thomas W. Phipps; with Gene Lockhart, June Lockhart, Lili Darvas, Francis Bethencourt, Donald Symington, Geoffrey Lumb, Harry Worth, Charles McClelland, Robert Dryden, Albert Ottenheimer, Noel Coleman, Theresa Quadri, Charles Moyer, Dehl Berti; (SD) by Herbert B. Swope, Jr.                               |
| <u>Studio One</u>                            | CBS 10pm  | <u>The Incredible Mr. Glencannon</u> - (O) by Guy Gilpatrick; (A) by Alvin Sapinsley; with Rhys Williams, John McQuade, Murray Matheson, George Howe, Francis Compton, Rex O'Malley, Barry McCollum, Dermot McNamara, John Martin, Fred Mayer, Sheila Huntington, Chuck Wallace, Ann Thomas, Mary Lou Taylor, Farrel Pelly, Kathy Dugas, Alan McAteer |
| <u>Dangerous Assignment</u>                  | NBC 10:30 | <u>The Havana Microfilm Story</u> - (O) Robert S. Ryf & Larry Rhine; with Ben Astar, Ed Colman, Don Harvey, Howard Joslin, Leonard Penn, Lyle Talbot, Jean Tatum, Gil Warren                                                                                                                                                                          |

TUESDAY NOVEMBER 11  
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<u>Milton Berle</u>	NBC 8pm	Robert Merrill, Constance Bennett, DeMarco Sisters
<u>Leave it to Larry</u>	CBS 8pm	permanent cast: Betty Kean, Eddie Albert, Glenn Walkin, Lydia Schaeffer, Ed Begley
<u>Red Buttons</u>	CBS 8:30	regulars (Buttons, Pat Carroll, Allan Walker) & Sal Maglie (Giant's pitcher), Joe Silver, Judy Sinclair
<u>Crime Syndicated</u>	CBS 9pm	<u>The Switch</u> -(O) by William L. Stuart; with Stewart Bradley, Ralph Dunn, Gerald Milton, Leo Penn, Harold Gary, Leslie Barrett, Jock MacGregor, Remo Pisani, Mildred J. Williams, Norma Lee Clark;(SD)
<u>Fireside Theater</u>	NBC 9pm	<u>I Send Your Son Into Battle</u> - (O) by David Dortort; with Bob Ellis, Jim Davis, Peter Adams, Bill Tannen, Joan Blair, Mary Worch, Fred Eisley, Richard Berggren, Chris Munson, Clyde Trumbull, Lyle Clark (FILM)

THE UNIVERSITY OF CHICAGO

1925	1925	1925
1926	1926	1926
1927	1927	1927
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TUESDAY NOVEMBER 11 Cont'd
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Armstrong Circle Theater NBC 9:30 A Godmother for Amy - (O) Ellen & Richard McCracken; with Bunny Lewbel, Stefan Olsen, Evelyn Davis, Dora Sayers, Walter Brooke, Edna Preston, James Reese; (SD)

Suspense CBS 9:30 Moving Target - (O) by Robert Anderson; with Jamie Smith, Irja Jensen, Joseph Anthony, Wolfe Barzell, Rudy Bond, Kalle Ruusumen, Jan DeRuth, Nina Hansen; (SD)

Danger CBS 10pm The Fix - (O) by Elliot Asnof; with Pat O'Malley, E. G. Marshall, John Forsythe, Lisa Howard, Val Avery, Barbara Joyce, Georgiana Johnson; (SD)

WEDNESDAY NOVEMBER 12  
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I Married Joan
(Joan Davis & Jim Backus) NBC 8pm Ann Chafe, Jac George, Jesse Cimberg, Gil Frye, Nicky Stewart, Tom Dugan, Jim Hayward, Hal Taggart, Margaret Donna; (SW & SD) FILM

Cavalcade of America NBC 8:30 A Romance to Remember - (O) by David Dortort; with Dan O'Herlihy, Fay Baker, Helen Westcott, Victor Southerland, Tudar Owen, Mary Alan Hokanson, Dayton Lummis; (FILM; Produced by Screen Gems; Prod-Dir - Jules Bricken)

Ellery Queen
(Lee Bowman & Florenz Ames) ABC 9pm The High Executioner - (O) by Helene Hanff; with Leona Maricle, Oliver Cliff, Rita Lynn, John Moore; (SD)

Kraft TV Theater NBC 9pm Hilda McKay - (O) by Vincent McConner & Hugh Kemp; based on Ibsen's Hedda Gabler; with Haila Stoddard, Shepperd Strudwick, Thomas Coley, Pat Breslin, Leta Bonyng; (SD)

Man Against Crime
(Ralph Bellamy) CBS 9:30 The Great Train Robbery - (O) by Vincent Bogart; with Rita Colton, Pat Ferris, Bert Thorn, Don Kennedy; (SD) (FILM)

The Unexpected
(Herbert Marshall) WNBT 10:30 Desert Honeymoon - with Cathy Downs, John Agar; (FILM)

THURSDAY NOVEMBER 13
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T Men in Action  
(Walter Greaza) NBC 8:30 Case of the Undercut Lace - (O) by Madeleine Sherwood; with Ross Martin, Biff Elliot, Charlotte Knight, Coe Norton, Ray Bramley; (SD) (FILM)

Chance of A Lifetime  
(Dennis James) ABC 8:30 Phil Regan (S)

Big Town  
(Pat McVey & Jane Nigh) CBS 9:30 Good Citizen - (O) by Lawrence Kimball; with Tito Vuolo, Randolph Anders, Thayer Roberts, Marta Mitrovich, Leonard Snegoff, Frank Hanley, Dick Elliott, Beulah Partington; (SD) by Charles Haas (FILM)

Ford Theater NBC 9:30 Protect Her Honor - (O) by George F. Slavin & George W. George; (A) by Mary C. McCall; with Lloyd Nolan, Jane Wyatt, Ken Christy, Harry Cheshire, Barbara Woodell, Jerry Lawrence, William Newell, Ray Walker; Dir by James Neilson (FILM)



THURSDAY NOVEMBER 13 (Cont'd)

~~THURSDAY NOVEMBER 13 (Cont'd)~~

Racket Squad  
(Reed Hadley) CBS 10pm The Label Switchers - (O) by Oliver Crawford; with Bill Henry, Jeff Donnell, Jack Halliday, Jack Lomas, Inge Jollas, Fred Berest, Helen Van Tuyl, Harvey Perry, Ben Welden; (SD) (FILM)

Martin Kane  
(Lee Tracy) CBS 10pm Robert F Simon, Whit Bissell, Russell Hardie, Martin Balsam, Harry Bellaver, Melba Rae

I've Got a Secret  
(Garry Moore) CBS 10:30 Kitty Carlisle, Jayne Meadows, Henry Morgan, Bill Cullen

Foreign Intrigue  
(Jerome Thor & Sydna Scott) WNBT 10:30 F I in the New Order - (O) by Paul Monash; with John Padovano, Michel Andre, Eveline Eyfel; (SD) (FILM)

FRIDAY NOVEMBER 14

~~FRIDAY NOVEMBER 14~~

Gulf Playhouse NBC 8:30 The Duel - (O) by Frank D. Gilroy; with Wendell Corey

Schlitz Playhouse  
(Irene Dunne) CBS 9pm The House of Pride - (O) by Jack London; (A) by Leonard Praskins & Barney Slater; with Coleen Gray, Robert Hutton, Jonathan Hale, Armando Silvestre; Dir by Herbert Kline (FILM)

Our Miss Brooks  
(Eve Arden) CBS 9:30 Gale Gordon, Robert Rockwell, Gloria McMillan, Jane Morgan, Isabelle Randolph; (SW & SD)(FILM)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 7 THROUGH FRIDAY NOVEMBER 14

Today  
(Dave Garroway) NBC 7am Add regulars: Bob & Ray Mon & Thurs

Strike it Rich  
(Warren Hull) CBS 11:30 W (am) Bill Hayes

One Woman's Experience WABD 11:30 M through F - My Son, Paul - (O) by Gloria Davis; with Frieda Altman (SD)

One Man's Experience WABD 11:45 M through F - Strange Confession - (O) Charles Mann; with Martin Kosleck (SD)

Garry Moore CBS 1:30 Tu - "Blitz" (talking dog); Th - Ray Malone (D)

Everywhere I Go  
(Dan Seymour) CBS 2pm Tu - Margaret Whiting; Th - Susan Reed

Ted Steele WPIX 2:30 M through F - Corky & Johnny (S), Johnny Russo (S), Joyce Hahn (S), Bill Judd (D)

Nancy Craig WJZ 2:30 M - Melissa Hayden; F - Jarmila Novotna

Kate Smith NBC 4pm M - Vince & Gloria Haydock (D); W - the Kateds (D); Th - Lewis & Van (D); F - Hocter & Byrd (D)

Short, Short Drama  
(Ruth Woods) NBC 7:15 Tu - The Return - (O) William Asher; with Julie Laurence, Frank Albertson, Diana Deering, Joy Hodges, Wylie Hancock; Dir by Will Jason; Th - Meet Me at the Library - (O) William Asher; with Jonathan Harris, Henry Jones, Audra Lindley, Theo Goetz, Virginia Vincent, Maurice Manson; Dir by Dan Petrie

THE UNIVERSITY OF CHICAGO

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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 7 THROUGH NOVEMBER 14 (Cont'd)  
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Broadway TV Theater WOR 7:30 M through F - Seven Keys to Baldpate - by George M. Cohan; with Buddy Ebsen, Mary Alice Moore, Parker Fennelly, Ann Loring, Ralph Bunker, Olive Blakeney, Al Checco, Philip Truex, Hugh Thomas, Raymond Van Sickle, W. O. McWaters, Doug Rodgers; staged by Tom Hutchinson

Perry Como CBS 7:45 M- Joni James (S); F - The Hilltoppers (vocal quartet)

SATURDAY NOVEMBER 15
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Sealtest Big Top (Jack Sterling) CBS 12N Erie (balancing), The BarLonDoes (risley), Woody & Lorraine (skaters), The Flying Hartzells (trapeze), Captain Hugo Schmidt's chimpanzes

It's News to Me (John Daly) CBS 6:30 Anna Lee, John Henry Faulk, Margaret Lindsay, Quentin Reynolds

Dick Tracy (Ralph Byrd) WABD 6:30 D. T. & The Mole, Part III - (O) by Robert Leslie Bellem; with Joe Devlin, Raymond Hatton, Lois Collier, Pierre Watkin, Dick Elliott, William Tracy, John Harmon, Frank Hagney, Jack Clifford, Don Brodie; Dir by B. Reaves Eason (FILM)

Jackie Gleason CBS 8pm Jane Froman

All Star Revue (Jimmy Durante) NBC 8pm Lily Pons

Your Show of Shows (Caesar & Coca) NBC 9pm Richard Ney, guest host & regulars

Battle of the Ages (Morey Amsterdam) CBS 10:30 Beverly Lumsford (M), Blair & Dean (D), Lanny Ross, Dellan's Boxing Cats

SUNDAY NOVEMBER 16  
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American Inventory NBC 2pm Let's Go, America - (O) by John Latham; with Mary Lee Dearing, Raymond Edward Johnson, Arthur Kohl; Dir by Bob Wald (FILM)

NBC TV Opera NBC 3pm Trouble in Tahiti - music & libretto by Leonard Bernstein; with David Atkinson, Beverly Wolff, Constance Brigham, Robert Kole, William Harder; (SD) by Kirk Browning

Meet the Masters NBC 5:30 Gregor Piatigorsky (FILM)

Colgate Comedy Hour (Donald O'Connor) NBC 8pm Ann Sheridan, The Bell Sisters, Sidney Miller, Patti Moore, Ben Lessey (C), Tom D'Andrea & Hal March (C)

The Web CBS 9:30 The Switch - (O) by A. J. Russell & H. Philip Minis; (A) by A. J. Russell; with Jerome Cowan, Flora Campbell, Paul Potter, Royal Beal, Rudolph Justice Watson, Shirley Standlee, Anne Seaton; (SD) by Herbert Hirschman

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T A L E N T A V A I L A B I L I T I E S
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NEW YORK  
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STELLA ANDREW - Currently on B'way, "The Deep Blue Sea", available for Sunday TV shows, AGT - Jim Merrick, Liebling-Wood, VA 6-3714

GENE BLAKELY - young leading man, now on B'way, "The Male Animal", available for Monday TV, AGT: Marjorie Morrow, 1501 Bway, CH 4-0644

GERALDINE BROOKS - featured in "Time of the Cuckoo", available Sunday & daytime interview - PRESS - Barry Hyams, PL 7-7238

VAL DUFOUR - late of "Frankie & Johnnie", available for TV - AGT - Charles Baker at Wm Morris, JU 6-5100

WILLIAM EYTHE - in NY for TV - CONTACT - Milton Goldman, Paul Small Office, MU 7-0606

DENNIS HARRISON - TV actor - CONTACT - CI 5-5813

KIRKWOOD & GOODMAN - comedians - AGT - Barron Polan, PL 9-4727

FRANK LIBUSE - returns from Paris Nov 27, MGR - Al Grossman, CI 5-8422

MARGO - now in NY, available for TV - AGT - Milton Goldman, MU 7-0606

SYLVIA MARLOWE - harpsichordist - available for TV - CONTACT - Isadora Bennett, EL 5-4147

JOEL MARSTON - returning from H'wood for juvenile lead on B'way "Be Your Age" - AGT - Marjorie Morrow, CH 4-0644

MONIQUE & LUCHI - song & piano team, TR 6-2730 or LU 9-2483

MEG MUNDY - CONTACT - RE 4-7439

RAIMONDA ORSELLI - actress-dancer, available through MCA (Eleanor Kilgallen), PL 9-7500

SUSAN REED - folk singer, available for TV - CONTACT - Isadora Bennett, EL 5-4147

JANET RILEY - starring in "The Moon is Blue", PRESS - Frank Goodman, Richard Maney Office, WI 7-6939

ROWENA ROLLINS - comedienne, available for TV - MGR - Al Grossman, 1270 Sixth Ave., CI 5-8422

MARGARET SULLAVAN - currently starring on B'way in "The Deep Blue Sea" - PRESS - Ben Washer, 1270 Sixth Ave., PL 7-1874

JOEY WALSH - returned from Israel, where he appeared in "The Juggler", (12 year-old actor) MGR - John Ross, TR 3-0310

RUTH WEBB - actress-singer - available for TV - IL 9-2078

DIANA BARRYMORE - arrived from H'wood - CONTACT - Hotel Madison, EL 5-5000

HOLLYWOOD
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MING & LING - Chinese hill-billies, now at Desert Inn, Las Vegas, available after Nov 24 - AGT - Al Grossman, 1270 Sixth Ave., NYC

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NEW YORK

MAURICE A. LORRE - song & piano songs - contact at 11-2-4433

STELLA ARBERG - character of story, available for Sunday TV shows, contact at 11-2-4433

JOHN MARRAS - contact at 11-2-4433

FRANK L. BROWN - contact at 11-2-4433

PAULINA TEBBELL - contact at 11-2-4433

JOHN MARRAS - contact at 11-2-4433

ANGUS WELLS - folk singer, available for TV - contact at 11-2-4433

FRANK L. BROWN - contact at 11-2-4433

JAMES HILLY - starting in the room in line, IRVING - Frank Goodman, Richard Warner, Office, WI 1-6022

FRANK L. BROWN - contact at 11-2-4433

FRANK L. BROWN - comedienne, available for TV - contact at 11-2-4433

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SPECIAL REPORT

November 10, 1952

TELEVISION WRITERS  
MINIMUM BASIC AGREEMENT

# Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MURRAY HILL 2-5910

CURRENT STATUS OF TV WRITERS AGREEMENT

After two and a half years of negotiations (including several intervals), the Authors League of America and the Screen Writers Guild, representing 6000 professional writers, concluded a Minimum Basic Agreement with the major networks, covering television freelance script writers. The contract was ratified in the East by a vote of 492 to 20, and on the West Coast by a vote of 236 to 4. It was to have gone into effect on October 16.

The National TV Committee, composed of 13 writers from the East Coast Guilds and 13 writers from the West Coast Guilds (including the Radio Writers Guild, Dramatists Guild, Authors League, TV Writers Group & Screen Writers Guild) had been meeting with representatives from the networks on a weekly or bi-weekly schedule, with agency representatives sitting in to observe.

Five days before the effective date, however, the newly-formed Television Writers of America petitioned the National Labor Relations Board requesting recognition as the bargaining agent for television writers. The TWA also asked for an election to determine such status. Until the petition question is settled, the MBA contract remains inoperative.

As a service to its subscribers, Ross Reports reprints the agreement in full, through the courtesy of the National Television Committee of the Authors League, as an indication of the standards that will be minimum regardless of the decision on the TWA petition.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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SUMMARY OF PROVISIONS OF MINIMUM BASIC AGREEMENT  
FOR FREELANCE TELEVISION WRITERS

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I. Writers covered: Freelance television writers (as distinguished from writers on staff) employed by ABC, CBS, NBC and those advertising agencies who sign letters of adherence, for programs telecast on a national network, originating in New York, Chicago, or Los Angeles, or telecast on a syndicated basis; provided that the Employer has the right by the individual contract with the writer to require the performance by the writer of personal services in the making of modifications, changes or revisions in "material". Television scripts, outlines for television scripts (provided the writer agrees to develop the outline into a script), or musical material written for television (with certain provisions as to type of music and its relationship to other material in the telecast), are included in "material".

II. Terms of Employment:

A. Rights

1. The Employer has the exclusive right to television use (also use as a simulcast under certain circumstances) for a specified period of time after the delivery of the script; by the payment of additional compensation, the Employer may extend his exclusivity for specific periods (but not in any case longer than 16 years); in order to retain that exclusivity, he must reuse the material periodically (each such reuse to be paid for in addition to the payment for the original use and the payment for the acquisition of additional exclusivity).
2. If the material is not broadcast within specified time limits (depending on the type of program) after the delivery of the script, the rights of the Employer in connection with said material automatically terminate.
3. The writer has all rights other than the television use granted the Employer; however, during the time the Employer has the exclusive television right, the writer will not license certain other rights; certain subsidiary uses may be licensed by the writer within specified time periods after the telecast; any subsidiary use may be licensed at any time if the Employer consents.
4. The Employer may dispose of Subsidiary Uses in material contributed by a writer only in the following instance: In the case of Episodic Series or Serials where such disposition is made in conjunction with an over-all disposition of material in the Series or Serial and provided that the Employer has exclusivity with respect to all of the material furnished by the writer which is involved in the transaction. Provisions are included governing the allocation of income to the writer if such disposition occurs.
5. The writer is to receive 100% of the income from subsidiary uses of his material except in the following instances:
  - (a) Unit Series and One-Time Shows: On income from the sale or other disposition of subsidiary uses for radio (if disposition is made to anyone other than the Employer), motion pictures, stage plays (other than amateur and non "first class productions"), book publications and publication in magazines or newspapers as a novel (which for the purpose of this paragraph shall be deemed to include non-fiction) or in serial form, and, as to musical material, in addition, sheet music

ARTICLE 11  
PROVISIONS OF MINIMUM BASIC AGREEMENT  
FOR TELEVISION WRITERS

1. The Employer has the exclusive right to television use as a condition of employment for a specified period of time after the delivery of the script; in the event of additional compensation, the Employer may extend his exclusivity for specific periods (but not in any case longer than 180 days); in order to retain that exclusivity, he must cause the material periodically (each such case to be paid for in addition to the payment for the original use and the payment for the acquisition of additional exclusivity).

2. If the material is not processed within specified time limits (depending on the type of program) after the delivery of the script, the rights of the Employer in connection with said material automatically terminate.

3. The writer has all rights other than the television use granted the Employer; however, during the time the Employer has the exclusive television right, the writer will not license certain other rights; certain subsidiary uses may be licensed by the writer within specified time periods after the telecast; any additional use may be licensed at any time if the Employer consents.

4. The Employer may dispose of subsidiary uses in material contributed by a writer only in the following instances: in the case of a radio series or series where such disposition is made in conjunction with an overall disposition of material in the series or serial and provided that the Employer has actually been repaid to all of the material furnished by the writer which is involved in the transaction. Provisions are included governing the allocation of income to the writer if such disposition occurs.

5. The writer is to receive 100% of the income from subsidiary uses of the material except in the following instances:

(a) If the series is a radio series or program from the sale or other disposition of subsidiary uses for radio (if disposition is made for any other than the Employer), motion pictures, stage plays (other than amateur and non-first class productions), book publications and publication in newspapers or newspapers as a novel (which for the purpose of this paragraph shall be deemed to include non-fiction) or in serial form, and to material material, in addition, shall include

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publication and recordings on phonograph records, the Employer shall be entitled to:

- (1) 10% if disposition is made during original period of exclusivity; or
- (2) 15% if disposition is made after 1 re-use and during a period of exclusivity; or
- (3) 25% if disposition is made after 2 or more re-uses and during a period of exclusivity.

(b) Episodic Series: The Employer shall be entitled to 25% if disposition is made during a period of exclusivity and the writer was not guaranteed at least 10 scripts on the series during a period of one year; 50% if disposition is made during a period of exclusivity or within five years thereafter and the writer was guaranteed at least 10 scripts on the series during a period of one year.

(c) Serials: The Employer shall be entitled to 50% if disposition is made during a period of exclusivity or within 5 years thereafter.

6. The Employer shall not be entitled to share in any proceeds from the disposition of subsidiary uses unless the material has been telecast prior to such disposition.

B. Minimum Compensation:

1. Minimum per writer (except in the case of a collaboration in effect prior to employment where the minimum is per team) for a Single Use (if the single use is to be a simulcast, then 133-1/3% of the following amounts):

| (a)<br><u>Program Length</u>       | <u>Originals</u> |              | <u>Adaptations*</u> |              |
|------------------------------------|------------------|--------------|---------------------|--------------|
|                                    | <u>Comm.</u>     | <u>Sust.</u> | <u>Comm.</u>        | <u>Sust.</u> |
| 5 min. or less                     | \$110.           | \$ 80.       | \$ 90.              | \$ 65.       |
| 10 min. or less (but more than 5)  | 200.             | 145.         | 160.                | 115.         |
| 15 min. or less (but more than 10) | 300.             | 215.         | 250.                | 175.         |
| 30 min. or less (but more than 15) | 525.             | 375.         | 400.                | 300.         |
| 45 min. or less (but more than 30) | 650.             | 450.         | 500.                | 350.         |
| 60 min. or less (but more than 45) | 800.             | 600.         | 600.                | 425.         |
| 75 min. or less (but more than 60) | 950.             | 700.         | 700.                | 500.         |

More than 75 minutes: The applicable one hour rate plus, for each 1/2 hour or fraction thereof in excess of one hour, the difference between the applicable 1/2 hour rate and the applicable one hour rate.

(\*Note: Adaptation shall be deemed to be the service rendered by a writer, upon the specific assignment of the Employer, in altering literary material written for another medium so as to make it suitable for television use and, for the purposes of the MBA, shall also include the writing of a script based on an outline by another writer. Unless there is contained in said literary material completely developed plot, character(s), and characterization(s), such writer shall be compensated as for an Original.)

(b) If the same writer is employed to write more than one program a week (including those cases where the contract with the writer provides that the same script is to be telecast more than once during such week), the following multiples of the applicable compensation for a single program shall apply: Two programs a week, 1-3/4; three programs a week, 2-1/4; four programs a week, 2-3/4; five programs a week, 3; six programs a week, 3-1/4; seven programs a week, 3-1/2.

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(1) The Department of the Interior shall be authorized to use the information contained in this document for the purpose of carrying out its functions and for the purpose of disseminating information to the public. The Department shall also be authorized to use the information for the purpose of conducting research and for the purpose of developing and testing new methods and techniques for the purpose of carrying out its functions.

The Department shall not be authorized to use the information for the purpose of disseminating information to the public for the purpose of promoting the sale of any product or service.

General Information

1. This document is the property of the Department of the Interior and is loaned to you for your use only. It is not to be distributed outside your agency or office.

| Department of the Interior |            | Bureau of Land Management |            | Office of the Director |            |
|----------------------------|------------|---------------------------|------------|------------------------|------------|
| Year                       | Amount     | Year                      | Amount     | Year                   | Amount     |
| 1961                       | \$ 500,000 | 1961                      | \$ 500,000 | 1961                   | \$ 500,000 |
| 1962                       | 500,000    | 1962                      | 500,000    | 1962                   | 500,000    |
| 1963                       | 500,000    | 1963                      | 500,000    | 1963                   | 500,000    |
| 1964                       | 500,000    | 1964                      | 500,000    | 1964                   | 500,000    |
| 1965                       | 500,000    | 1965                      | 500,000    | 1965                   | 500,000    |
| 1966                       | 500,000    | 1966                      | 500,000    | 1966                   | 500,000    |
| 1967                       | 500,000    | 1967                      | 500,000    | 1967                   | 500,000    |
| 1968                       | 500,000    | 1968                      | 500,000    | 1968                   | 500,000    |
| 1969                       | 500,000    | 1969                      | 500,000    | 1969                   | 500,000    |
| 1970                       | 500,000    | 1970                      | 500,000    | 1970                   | 500,000    |

The Department shall not be authorized to use the information for the purpose of disseminating information to the public for the purpose of promoting the sale of any product or service.

(2) The Department shall be authorized to use the information contained in this document for the purpose of carrying out its functions and for the purpose of disseminating information to the public. The Department shall also be authorized to use the information for the purpose of conducting research and for the purpose of developing and testing new methods and techniques for the purpose of carrying out its functions.

(3) The Department shall be authorized to use the information contained in this document for the purpose of carrying out its functions and for the purpose of disseminating information to the public. The Department shall also be authorized to use the information for the purpose of conducting research and for the purpose of developing and testing new methods and techniques for the purpose of carrying out its functions.

(c) The applicable rate for five 15 minute programs per week for a Serial shall be: Commercial, \$600; Sustaining, \$425.

(d) Self-contained portions of programs:

|                                                                     | <u>Commercial</u> | <u>Sustaining</u> |
|---------------------------------------------------------------------|-------------------|-------------------|
| Sketch                                                              | \$250.            | \$175.            |
| Songs for series                                                    | 375.              | 265.              |
| Songs for performer(s)                                              | 500.              | 350.              |
| Music unaccompanied by lyrics (e.g. for ballet, dance or pantomime) | 200.              | 150.              |
| Lyrics unaccompanied by music                                       | 200.              | 150.              |

(e) Thirteen week guarantee: Where a writer is engaged under a 13 week non-cancellable contract, the applicable minimum basic compensation shall be subject to a discount of 10%.

(f) Failure for any reason to telecast all or any part of the material submitted by a writer shall not relieve the Employer of its obligation to pay the amount contracted for with such writer in connection with such material unless the writer has first breached his contract of employment.

(g) Traveling expenses: Employer required to furnish and pay for reasonable board and lodging, and first-class transportation (if available).

2. Audition Scripts: Not less than 100% of the applicable minimum compensation for a single use. Employer to have 6 weeks from delivery of script to perform an audition; exclusivity to run from the date of the audition; at the time the writer is engaged, the Employer is to notify him that other writers are being engaged to write an audition script for the same program, if such be the case.

3. Trial Scripts: Employer may engage a writer to write a trial script only if he does not have certain experience qualifications; at least 75% of the applicable minimum is to be paid on delivery of the script; if Employer wants to acquire right to telecast, he must pay at least the 25% additional minimum. If right to telecast not acquired within 4 weeks after delivery of the Trial Script, all rights belong to the writer.

4. The "Single Use" referred to is the right for one network telecast, or simulcast, plus the right to supplementary coverage by kinescope or other recording within 60 days thereafter. In the case of songs, the "Single Use" shall include the right for the Employer during the original period of exclusivity as follows:

(a) Song for Series: On a unit series an unlimited number of non-dramatic uses on the same series; and on an episodic series or serial, an unlimited number of uses on the same series.

(b) Song for Performer(s): On the Employer's network an unlimited number of non-dramatic uses; and on the same program series, an unlimited number of uses.

5. A "Re-Use" shall mean another "Single Use" as above provided (except another use in the same week as provided in paragraph 1(b) concerning a contract for multiple uses in the same week). The Employer shall have the right to re-use only during the original period of exclusivity or such

(c) The applicable rate for this is subject to review and shall be determined by the Board of Directors.

(d) Self-contained portions of programs:

| Category | Rate | Description                                                 |
|----------|------|-------------------------------------------------------------|
| 100%     | 100% | Lyrics unaccompanied by music                               |
| 100%     | 100% | Lyrics, dance or pantomime                                  |
| 100%     | 100% | Lyrics unaccompanied by lyrics (e.g. for lyrics for series) |
| 100%     | 100% | Lyrics for series                                           |
| 100%     | 100% | Lyrics for series (e.g. for lyrics for series)              |

(e) Further work performed: Where a writer is engaged under a 12 week non-exclusive contract, the applicable minimum shall be subject to a discount of 10%.

(f) Failure for any reason to release all or any part of the material submitted by a writer shall not constitute a breach of the contract and no payment shall be made for such material unless the writer has first received the contract of assignment.

(g) Traveling expenses: Employer required to provide and pay for travel and living expenses and first class transportation (if applicable).

3. Additional Rights: Not less than 100% of the applicable minimum remuneration for a single use. Employer to have 6 weeks from delivery of script to perform an audition; exclusively to run from the date of the audition to the time the writer is engaged; the Employer to notify the writer of any writers are being engaged to write an audition script for the same program if such be the case.

4. Final Script: Employer may engage a writer to write a final script only if he does not have certain experience qualifications of least 75% of the applicable minimum to be paid on delivery of the script. If Employer wants to acquire right to release, he must pay at least the 25% minimum. If right to release not acquired within 6 weeks after delivery of the final script, all rights belong to the writer.

5. The "Single Use" referred to is the right for one network telecast, or simulcast, plus the right to experimental coverage by broadcast or other receiving within 90 days thereafter. In the case of usage, the "Single Use" shall include the right for the employer during the original period of exclusivity as follows:

(a) Song for Series: On a unit basis an unlimited number of non-dramatic uses on the same series; and on an episode basis an unlimited number of uses on the same series.

(b) Song for Performer(s): On the Employer's network an unlimited number of non-dramatic uses; and on the same program series, an unlimited number of uses.

6. A "Use" shall mean another "Single Use" as above provided herein another use in the same work as provided in paragraph 1(b) concerning a contract for multiple uses in the same work. The Employer shall have the right to re-use only during the original period of exclusivity or such



additional periods of exclusivity as he may acquire by paying additional compensation for such periods. The compensation to be paid to the writer for each re-use is as follows:

|                         |                    |                                 |            |
|-------------------------|--------------------|---------------------------------|------------|
| First re-use:           | not less than 100% | of the applicable minimum for a | Single Use |
| Second re-use:          | " "                | " 100% " " " "                  | " " " "    |
| Third re-use            | " "                | " 75% " " " "                   | " " " "    |
| Each subsequent re-use: | " "                | " 50% " " " "                   | " " " "    |

6. To acquire additional periods of exclusivity, the Employer must pay additional compensation to the writer; for each such period, a specified percentage must be paid; the total minimum to be paid to acquire the full number of permissible periods of exclusivity is 100% of the applicable minimum for a Single Use. If several periods are acquired at one time and the Employer does not re-use within any one of such periods as required by the MBA, then his right to exclusivity terminates at the end of such period in which he did not re-use, and the payments made for the subsequent periods are forfeited to the writer.

7. In the case of Episodic Series and Serials, provision is made for the payment of additional compensation to the writer if the Employer extracts a character or characters furnished by the writer and uses such character in another series or serial. The amount of payment varies with the circumstances described in the MBA and the writer must comply with certain provision with respect to giving written notice to the Employer concerning such characters(s).

C. Time for Payment of Compensation -- runs from delivery of script; from date of re-use or sending of notice of re-use; at time of acquisition of additional periods of exclusivity; weekly payments not later than end of following week.

D. Individual contract with writer -- must be in writing; must set forth specific allocation of compensation paid; must specify type of "Single Use"; must follow certain other provisions of the MBA. Provision is also made to modify individual contracts in existence at the effective date of the MBA with respect to any terms which may be more favorable to the writer.

III. Other terms of Employment:

A. Credits -- Visual credit must be given on each program; alone in frame (on screen) if either the producer or director receives such credit; the placing of the visual credit is specified as being limited to certain places which are prominent. Audio credit may be given in addition.

B. Rewrites -- Writer to have first opportunity to rewrite if he is reasonably available; may not be required to do more than two re-writes; person other than writer assigned by Employer to rewrite must possess certain professional qualifications; if producer or other supervisory employee rewrites, the rights of the original writer are the same as if he had done the rewriting.

C. Collaboration -- Writer may not unreasonably refuse to collaborate. If collaboration agreement not in effect prior to employment of the writer, each writer to receive at least minimum; if Employer assigns producer or other supervisory employee to collaborate, rights of original writer are not affected; certain professional qualifications required of any person assigned to collaborate on musical material.

Additional periods of exclusivity as may require by certain additional compensation for each period. The compensation to be paid to the writer for each period is as follows:

|                         |                                                               |
|-------------------------|---------------------------------------------------------------|
| First re-use:           | Not less than 100% of the applicable minimum for a single use |
| Second re-use:          | " " " " " " " " " " " "                                       |
| Third re-use:           | " " " " " " " " " " " "                                       |
| Each subsequent re-use: | " " " " " " " " " " " "                                       |

4. To acquire additional periods of exclusivity, the Employer must pay additional compensation to the writer for each such period, a specified percentage must be paid; the total minimum to be paid to acquire the full number of certain periods of exclusivity is 50% of the applicable minimum for a single use. If several periods are acquired at one time and the Employer does not re-use within any one of such periods as required by the MSA, then his right to exclusivity terminates at the end of such period in which he did not re-use, and the payments made for the subsequent periods are forfeited to the writer.

5. In the case of Editorial/Technical Services, provision is made for the payment of additional compensation to the writer if the Employer should re-use any material furnished by the writer and use such material in another series or serial. The amount of payment shall be the same as that provided in the MSA and the writer shall comply with certain conditions with respect to giving written notice to the Employer concerning such re-use(s).

6. Specialty Payment of Compensation -- Upon delivery of copy: from date of re-use or sending of notice of re-use as that of acquisition of additional periods of exclusivity; writer payments not later than end of following week.

7. Individual contracts -- If a writer is not included in this Agreement, his allocation of compensation shall be made in accordance with the MSA. Provision is also made to modify individual contracts in accordance with the effective date of the MSA with respect to any terms which may be more favorable to the writer.

### III. Other terms of Employment

A. Credit -- Visual credit must be given on each program; along in-line (or serial) if either the producer or director receives such credit; the giving of the visual credit is specified as being limited to certain places, when the program. Audio credit may be given in addition.

B. Residuals -- Writer to have first opportunity to receive if he is properly qualified; may not be required to do so; residuals to be paid to person named in writer assigned by Employer so long as that person remains in residual position; if producer or other supervisor receives residuals, the status of the original writer shall remain as if he had been the writer.

C. Collaboration -- Writer may not unreasonably refuse to collaborate. If collaboration agreement is not in effect prior to payment of the writer's residuals, he shall receive at least 10% of the gross receipts of any program produced or distributed in which he collaborated, unless an original writer has not received payment for such material.

D. Speculative writing and submission of material -- The Employer shall not employ any writer pursuant to any arrangement whereby the right to payment is subject to contingencies of any nature.

A writer may submit his material to another prospective Employer if a bonafide offer has not been made to him within 15 days after submission of his material.

E. Release forms -- After the effective date of the MBA, the provisions of the MBA and of the individual contract with the writer supersede any release form signed.

F. Anti-discrimination provisions -- Employer will not discriminate because of sex, race, creed, color or national origin. Employer will not enter into agreements for the establishment for the industry of political criteria as the basis for employment. Employer agrees to cooperate with and participate in any reasonable and proper efforts on an industry basis (League and all signatories to the MBA) to work out methods of preventing injury to the reputation and earning capacity of individuals which would result from charges that an individual is engaging in subversive activities and/or holds certain political beliefs and/or has certain political affiliations where such charges are based on surmise or rumor.

G. Warranty and Indemnity -- Provisions for usual warranty and indemnity by author; also including a warranty and indemnity by the Employer with respect to material furnished to the writer; and a requirement for the deposit in escrow of any compensation being withheld because of the filing of a claim or suit.

H. Armed Forces Clause -- Provision for use without charge under certain, restricted circumstances.

#### IV. Miscellaneous Provisions:

A. Term of Agreement -- 5 years from effective date, with re-opening two years and four years after effective date, with respect to certain specified provisions.

B. Union Security -- 100% Guild Shop; agreement that applicants for membership will not be discriminated against because of sex, race, creed, etc.

C. Grievance and Arbitration -- specific procedures outlined.

D. Various other provisions, including among others, right to attend rehearsals and conferences, professional standing of writer, "favored nations" clause, relationship between adaptor and author of underlying material, employee lists and information, coverage of companies in which a signatory owns a majority voting control, etc.

E. Film and Syndication -- Provisions as outlined apply to "live" programs (i.e. any program where any part of the entertainment portion is live). The MBA provides that as soon as a network employs writers to write for film, provisions covering such writing will be negotiated for inclusion in this MBA. A similar provision is made with respect to employment of writers for programs to be syndicated.

11. Qualitative writing and collection of material - The Employer shall not...  
writing and other material to any third party...  
subject to investigation at any time.

A writer may submit his material to another prospective Employer if a  
written offer has not been made to him within 15 days after completion of  
his contract.

12. Release of material - After the effective date of the NPA, the provisions of the  
NPA and of the individual contracts with the writer regarding any release form  
shall apply.

13. Anti-discrimination provisions - Employer will not discriminate because of  
sex, race, creed, color or national origin. Employer will not discriminate  
because of the writer's political views or the basis  
for his employment. Employer agrees to cooperate with and participate in any program  
for the purpose of promoting equality of opportunity for all persons in the  
employment of individuals which would provide for the promotion and  
advancement of individuals on the basis of their qualifications and abilities.  
Employer is prohibited from discriminating against any individual on the basis of  
any characteristic which is not a bona fide occupational qualification for the  
employment of individuals.

14. Privacy and Integrity - Employer will not disclose to any third party  
any confidential information or information of a proprietary nature without the  
written consent of the writer and a statement of the writer in support of  
any disclosure being made.

15. Employer's Right - Employer has the right to change under certain  
circumstances.

ARTICLE IV

16. Term of Agreement - This agreement shall remain in effect for a period of two years  
and shall be renewed automatically with respect to certain specified  
provisions.

17. Entire Agreement - This agreement, including all amendments, supplements, etc.,  
shall constitute the entire agreement between the parties.

ARTICLE V

18. Assignment of Contract - This contract may be assigned or otherwise disposed of  
in whole or in part, and the assignee shall be bound by all the terms and conditions  
of this contract. The assignee shall not be liable for any breach of this contract  
by the assignor.

19. Force Majeure - If performance of this contract is prevented, delayed or  
interrupted by fire, flood, war, riot, pestilence, or other cause beyond the control  
of the parties, the contract shall be terminated as to the affected portion.  
The parties shall not be liable for any breach of this contract by the other party  
due to such cause.

NOVEMBER 16-22, 1952

VOL 4 NO 6

SUPPLEMENT C

# Ross Reports

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## ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

### THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

#### Sun(16)

ABC - 11-11:15pm; DEBUT; Paul Harvey; from WENR-TV(Chi) to 10 sta (not seen on WJZ-TV, NY); Sponsor - Burton Dixie Corp(Slumberon Innerspring Mattresses) thru Turner Advertising(Chicago); Paul Harvey, well-known mid-western news commentator, makes his network TV debut with news program.

#### Tue(18)

DuM - 8-8:30pm; RETURN; Life Is Worth Living; from WABD(NY) to 15 sta & 13 kine; Sponsor - Admiral Corporation(all products) thru Erwin, Wasey & Co; Prod - DuMont TV Network; Dir - Frank Bunetta DuM; Bishop Fulton J Sheen returns for his second season of non-sectarian weekly talks; his fee goes to Mission Humanity, a member of the Voluntary Agencies of the United Nations; The Power of Women was seen in this time slot.

### LAST WEEK'S NETWORK CHANGES

ABC - Perspective; DEBUT Nov 13; Thu 9-9:30pm; from WJZ-TV(NY) to the net; Sustaining; Prod - ABC Public Affairs Dept, in cooperation with the Assn of the Bar of the City of New York; Dir - Edward Nugent ABC-TV; Program Consultant - David M Levitan; leaders in various fields discuss how their fields may best serve the nation and the world, with the discussions taking place in an informal "after-dinner conversation" atmosphere.

Junior Rodeo; DEBUT Nov 15; alt Sat 11:30am-12n; from WENR-TV(Chi) to the net; Sustaining; Prod - ABC-TV; Dir - Grover Allen WENR-TV; Writer - Bill Adams; Bob Atcher, singer-guitarist, stars in new Western show for children, assisted by 14-year old Valerie Alberts, acrobat & vocalist; children in audience participate in "follow the leader" tests, both physical and mental; winners compete for grand prize by saddling up dummy horses.

### NEWLY ANNOUNCED NETWORK FUTURES

CBS - Life with Father and Mother; DEBUT January, 1953; Prod-Dir - Ezra Stone; Consultants - Howard Lindsey & Russell Crouse; Writers - John Whedon, John Cheever and Michael Morris; Dennis King will star as Clarence Day, Sr, made famous by the play by Lindsay & Crouse, based on the writings of Clarence Day, Jr.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.



## NETWORK SPONSOR ACTIVITY

PACKARD MOTOR CAR thru Maxon will sponsor CBS-TV's coverage of the Presidential Inauguration on January 20.

PURITY BAKERS (Tastee Bread) thru Young & Rubicam, have concluded an agreement with United Artists Television to sponsor a new TV film program, Cowboy G-Man, in 24 markets. The series were produced by Telemount Pictures and Mutual Television Productions, and stars Russell Hayden and Jackie Coogan as cowboy government agents in the wild west of the late 19th century.

TONI CO(Toni Home Permanent) thru Foote, Cone & Belding, is reported to be picking up sponsorship of Racket Squad, TV film series currently seen on CBS-TV, in January. Current sponsor is Philip Morris, who is dropping the series in favor of My Little Margie.

## LOCAL STATION ACTIVITY

WABD (Ch 5) - Oh, Baby!; DEBUT Nov 14; Fri 7:30-7:35pm; Sponsor - Mennen Co thru New York Grey Advertising; Pkgr-Prod - Jack Barry & Dan Enright; film program uses children under two years of age, with the participants talking to each other, though their vocabulary is adult and extensive; program is also seen on WJZ-TV Tue 3:55-4pm.

WCBS-TV(Ch 2)- Our Goodly Heritage; DEBUT Nov 16; Sun 11:30-11:45am; Sustaining; NY Prod-Writer - William Bush Baer; Dir - Vern Diamond WCBS-TV; Mr Baer, Dean of the New York University College of Arts and Sciences, reads stories from the Bible and comments on their literary excellence.

Winter Holiday; DEBUT Nov 16; Sun 11:15-11:30am; Sustaining; new series of travel films.

WJZ-TV(Ch 7) - Papa Cellini; NEW TIME Nov 21; Fri 10-10:30pm; Sponsor - Ronzoni NY Macaroni thru Emil Mogul; Pkgr-Prod - Carlo De Angelo; Dir - Paul Burggraf; program was formerly seen Sundays 4-4:30pm.

WOR-TV(Ch 9) - Merry Mailman; ADD TIME Nov 15; Sat 2-3pm; Sponsor - Participations; NY Prod-Dir - Sandy Howard; children's show is seen Mon thru Fri 6-6:30pm.

Hometown TV; DEBUT Nov 17; Mon thru Fri 1:30-2:30pm; Sustaining; Pkgr-Prod-Dir - Paul Killiam; Paul Killiam speaks off camera while showing old movies, sketches, balops, etc, all with an "old-time" flavor.

WPIX (Ch 11) - Opera Cameos; RETURN Nov 16; Sun 7:30-8pm; Sponsor - Uddo Taormina NY (Progresso Brand Quality Foods) thru Carlo Vinti; Pkgr-Prod - Carlo Vinti; Dir - Lou Ames WPIX; Musical Dir - Giuseppe Bamboschek; Stager-Anthony Stivanello; Writer - Joseph Vinti; program which presents vignettes from top operas, starts its third season.

Long Island Story; DEBUT Nov 17; Mon 5-5:30pm; Sponsor - "Long Island Story" (publication); Pkgr-Prod - Wally Jackson Studios; Dir - Freddie Bartholomew; actress Ruth Rawson will highlight this weekly program with stories of the industry, art and theatrical background of Long Island communities.

RECORD OF THE BOARD

RESOLUTION NO. 100 - The Board will support the efforts of the President in his efforts to bring about a more unified and efficient organization.

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RESOLUTION NO. 110 - The Board will support the efforts of the President in his efforts to bring about a more unified and efficient organization.



## LOCAL STATION ACTIVITY(cont'd)

- WPIX(Ch 11) - Hollywood Guess Stars; DEBUT Nov 20; Thu 9-9:30pm; Sponsor - Illinois Watch Case Co(Certina Watches & other products); Pkgr-Prod - Mike Stokey; filmed panel-quiz show is re-run of Pantomime Quiz series.
- KTTV(Ch 11) - Dude Ranch Varieties; DEBUT Nov 14; Fri 9:30-10:30pm; Sponsor - Continental Laboratories(Taggs); Prod - Hal Davis and Bob Sheppard, in assn with KTTV; Dir - Philippe de Lacy; Writer - Bill Danch; Leo Carillo stars on new variety program, with singer Carole Richards, comedian Bob Sheppard, and Homer Garrett and the Why-Knot Twirlers; Carillo will tell stories of early California in a Western Ranch setting, and will welcome guest stars; program replaces film show.

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## FILM REPORT

AFTRA TO SUPPORT SAG IN EVENT OF STRIKE against producers of film commercials. SAG members in Hollywood voted last week to strike against makers of filmed TV commercials because of the breakdown in contract negotiations, with NY members of the guild voting Sunday(16). No date or time for the start of the strike has been set, but George Heller, national executive secretary of AFTRA, has already confirmed reports that the radio-TV performers union will back any strike action. Producer associations are reported offering payment by the day, or possibly by the day and per commercial, rather than on a per-spot basis alone. The producer groups are also said to have suggested that distribution be categorized as (1) seen and heard; (2) seen but not heard; (3) off camera & alone(announcer); and (4) off camera in a group(jingle vocalists). Producers also agree to additional compensation for extended use of commercials, with the proviso that payment should be determined by the degree of audience saturation of each commercial.

PSI-TV PLANS TV PRODUCTIONS INVOLVING OVER 2 MILLION DOLLARS, according to Paul White, president of the firm, who returned last week from a short trip to Europe. Two Paris firms, Pathe Cinema and Production Paul Wagner, have been signed to produce separate series for PSI-TV. Both firms are currently producing films for the Orient Express series, which will be released in the spring of 1953. White also contracted for two series to be co-produced in Rome by Victor Pahlen and Thetis Films. This is in addition to the Great Loves films starring Hedy Lamarr which Pahlen is producing. PSI-TV has adopted a five-point policy with reference to all new production contracts which includes complete control of story material; the right to supply the director; the right of cast approval; the retention of John Nasht (who supervises PSI-TV's European operations) as executive producer, and an exclusive contract for TV film production.

PRINCETON FILM CENTER OFFERING CHRISTMAS CAROLS on an unrestricted basis for the pre-Christmas season. Eleven carols, sung by the Columbus Boychoir, run from one to three minutes each, and are mounted for easy separation or continuous presentation, for a total of twenty minutes. Produced and directed by Sherman Price, the selection includes "AdestesFidelis," "Away in a Manger," "Silent Night, Holy Night," "O Little Town of Bethlemen," "Lullaby of the Christ Child," "Bring a Torch, Jeannette Isabella," "Carol of the Bells," "I Saw Three Ships," "Merry Christmas," "Jingle Bells" and "Lo, How a Rose E'er Blooming."

LOCAL FILM ACTIVITY

|          |                                                                                                     |
|----------|-----------------------------------------------------------------------------------------------------|
| 11-20-54 | <u>Millwright Chase</u> - 11:30am<br>11-20-54 - 11:30am<br>11-20-54 - 11:30am<br>11-20-54 - 11:30am |
| 11-20-54 | <u>Local Film</u> - 11:30am<br>11-20-54 - 11:30am<br>11-20-54 - 11:30am<br>11-20-54 - 11:30am       |

MILWAUKEE

...in event of strike against producers of film companies. ... in Milwaukee ...

...MILWAUKEE TV PRODUCTIONS INVOLVED WITH 2 MILLION DOLLARS, according to ...  
...White, president of the firm, who returned last week from a short trip to Europe.  
...Two film titles, 'The Cinema' and 'Production' ...  
...separate series for ...  
...which will be released in the spring of 1955.  
...for two series to be co-produced in town by Victor ...  
...in addition to the 'Great Lakes' film ...  
...has signed a five-year contract with ...  
...which includes complete control of script material; the right to supply the material;  
...the right of cast approval; the retention of loan ...  
...European operations, an executive producer, and an exclusive contract for TV film production.

...PRINCIPAL WITH CLIP (C) ...  
...the pre-Christmas season. ...  
...one to three minutes each, and are ...  
...total of twenty minutes. ...  
...selection includes "Amaral", "Away in a manger", "Silent night, Holy night", ...  
..."O Little Town of Bethlehem", "Jesus at the manger", "Hark! The Herald Angels Sing", ...  
..."Little Star of Bethlehem", "Carol of the Bells", "I saw three Kings", "Mary Christmas", ...  
..."Angie Bell" and "No, No, No a Rose for Raymond".

NEWS DIGEST

TRENDEX RATINGS OF TEN TOP EVENING NETWORK SPONSORED TV PROGRAMS for week of November 1-7, 1952, based on the one live program during the week, are as follows:

|                   |      |                    |      |
|-------------------|------|--------------------|------|
| I Love Lucy       | 58.5 | T-Men in Action    | 30.7 |
| Talent Scouts     | 43.1 | Our Miss Brooks    | 30.5 |
| Godfrey's Friends | 41.3 | Your Show of Shows | 30.5 |
| Dragnet           | 40.8 | What's My Line?    | 30.4 |
| Jack Benny        | 36.7 | Strike It Rich     | 29.3 |

NIELSEN RATINGS FOR TOP TV PROGRAMS FOR TWO WEEKS ENDING OCTOBER 11 are as follows:

|                            | <u>Homes(000)</u> |                            | <u>% Homes</u>     |
|----------------------------|-------------------|----------------------------|--------------------|
| I Love Lucy                | 12,324            | I Love Lucy                | 68.4               |
| Texaco Star Theater        | 9,454             | Buick Circus Hour          | 58.6               |
| Godfrey & Friends(I&Myers) | 9,009             | Talent Scouts              | 57.9               |
| Colgate Comedy Hour        | 8,903             | Texaco Star Theater        | 55.8               |
| Dragnet                    | 8,902             | Colgate Comedy Hour        | 52.5               |
| Buick Circus Hour          | 8,856             | Godfrey Friends(I&Myers)   | 52.0               |
| You Bet Your Life          | 8,586             | Dragnet                    | 51.8               |
| Godfrey Friends(Pillsbury) | 8,310             | Godfrey Friends(Pillsbury) | 50.5               |
| Godfrey Friends(Toni)      | 8,000             | Gangbusters                | 49.1 $\frac{1}{4}$ |
| Gangbusters                | 7,860             | Jack Benny Show            | 47.3               |

World Series Games

| <u>Date</u> | <u># Homes</u> | <u>% Homes</u> | <u>Date</u> | <u>#Homes</u> | <u>%Homes</u> |
|-------------|----------------|----------------|-------------|---------------|---------------|
| Wed, Oct 1  | 7,902          | 42.3           | Sat, Oct 4  | 9,286         | 52.6          |
| Thu, Oct 2  | 7,884          | 42.2           | Sun, Oct 5  | 11,098        | 59.4          |
| Fri, Oct 3  | 8,126          | 43.5           | Mon, Oct 6  | 8,706         | 46.6          |
|             |                |                | Tue, Oct 7  | 9,640         | 51.6          |

TV-AREA HOOPERATINGS FOR THE WEEK OCTOBER 15-21 show I Love Lucy and Arthur Godfrey's Talent Scouts(with Garry Moore substituting for Godfrey) listed as 1-2 in Atlanta, Boston, Cleveland, Detroit, Philadelphia and New York City. In Chicago, What's My Line? placed behind I Love Lucy, with Talent Scouts fourth.

DR WILLIAM JANSEN OPPOSES FCC EDUCATIONAL DEADLINE as a "threat" that "should be opposed to the utmost." The Superintendent of New York City's public school system told 200 key education officials and representatives of commercial television groups at a conference of the New York Educational Television Institute that "a channel for air waves is public property" and that it would be "a great mistake to give away channels to private use which can never be reclaimed for the public, just because public agencies are not quite ready to go into the TV business, especially at a time when, like in New York City, the channel offered is not receivable on most sets now in use." The ruling to which Dr Jansen referred was the one in which the FCC, upon reserving 242 channels for noncommercial educational use, imposed a time limit of one year for the educational institutions or organizations to present concrete plans, with the channels to be made available to commercial bidders after that time. The deadline for submitting the plans is June 22, 1953.

TABLE 1

TABLE 1. RATING OF THE TV PROGRAMS ON THE LIVE PROGRAM DURING THE WEEK OF NOVEMBER 1-7, 1955. BASED ON THE ONE LIVE PROGRAM DURING THE WEEK AS FOLLOWS:

|      |                    |      |                   |
|------|--------------------|------|-------------------|
| 38.7 | I Love Lucy        | 38.7 | I Love Lucy       |
| 30.7 | Our Miss Brooks    | 47.1 | Talent Scouts     |
| 30.5 | Your Show of Shows | 41.3 | Godfrey's Friends |
| 30.4 | What's My Line?    | 40.8 | Dragnet           |
| 29.3 | Smile It Risk      | 30.7 | Jack Benny        |

TABLE 2. RATING FOR TV PROGRAMS FOR TWO WEEKS ENDING OCTOBER 11 AND 18 AS FOLLOWS:

| Rating | Program                          | Rating | Program                          |
|--------|----------------------------------|--------|----------------------------------|
| 48.4   | I Love Lucy                      | 42.7   | I Love Lucy                      |
| 38.6   | Black Circle Hour                | 3.5    | Talent Scouts                    |
| 37.9   | Talent Scouts                    | 3.0    | Godfrey's Friends (Philadelphia) |
| 35.3   | Talent Scouts                    | 3.0    | Colgate Comedy Hour              |
| 32.7   | Colgate Comedy Hour              | 3.0    | Imaginal                         |
| 32.0   | Godfrey's Friends (Philadelphia) | 3.0    | Black Circle Hour                |
| 31.8   | Dragnet                          | 3.0    | For Set Your Life                |
| 30.5   | Godfrey's Friends (Philadelphia) | 3.0    | Godfrey's Friends (Philadelphia) |
| 29.1   | Dragnet                          | 3.0    | Godfrey's Friends (Tent)         |
| 17.3   | Jack Benny Show                  | 7.0    | Dragnet                          |

World Series Games

| Date       | Time  | Rating | Program             |
|------------|-------|--------|---------------------|
| Wed, Oct 1 | 7:00  | 42.5   | World Series Game 1 |
| Thu, Oct 2 | 7:00  | 42.2   | World Series Game 2 |
| Fri, Oct 3 | 8:15  | 43.5   | World Series Game 3 |
| Sat, Oct 4 | 9:00  | 52.6   | World Series Game 4 |
| Sun, Oct 5 | 11:00 | 52.8   | World Series Game 5 |
| Mon, Oct 6 | 8:00  | 46.5   | World Series Game 6 |
| Tue, Oct 7 | 9:00  | 51.5   | World Series Game 7 |

TV-AREA HOOTING FOR THE WEEK ENDING OCTOBER 15-21 show I Love Lucy and Arthur Godfrey's Talent Scouts (with Gary Moore substituting for Godfrey) listed as 1-1 in Atlanta, Boston, Cleveland, Detroit, Philadelphia and New York City. In Chicago, Mattia M. listed behind I Love Lucy, with Talent Scouts fourth.

DR WILLIAM JAMES CHASED FOR NATIONAL LEADERSHIP as a "short" that "should be opposed to the attack." The Superintendent of New York City's public school system told SAC that education officials and representatives of commercial television groups at a conference of the New York Educational Television Institute that "a channel for air waves is public property" and that it would be "a great mistake to give away channels to private use when can never be reclaimed for the public, just because public agencies are not quite ready to go into the TV business, especially at a time when, like in New York City, the channel offered is not available on most days now in use." The ruling to which Dr. Jansen referred was the one in which the FCC, upon reserving 6% channels for commercial educational use, placed a time limit of one year for the educational institutions as organizations to present concrete plans with the channels to be made available to commercial stations after that time. The deadline for submitting the plans is June 15, 1955.

NEWS DIGEST(Cont'd)

IBEW BACKS DOWN IN FIGHT WITH IATSE OVER CALIFORNIA STATION JURISDICTION. Local 45 of the International Brotherhood of Electrical Workers had applied to the NLRB last month for certification to act as the bargaining agency for craft workers at KTLA, Paramount owned TV station in Los Angeles. The IBEW controls a minority of the electrical work connected with movies, and the International Alliance of Theatrical Stage Employees had threatened to fight that jurisdiction if IBEW persisted in its attempt to gain control of KTLA. Local 45 withdrew its petition November 10.

NEW NETWORK AFFILIATES: Station WKBN-TV(Ch 27), Youngstown, Ohio, to ABC-TV, CBS-TV and DuMont. The CBS-TV press release lists an approximate starting date of December 15, 1952, with ABC-TV reporting the affiliation as scheduled to become effective during the first quarter of 1953. DuMont lists the affiliation for January 1, 1953. Other new DuMont affiliates are XELD-TV(Ch 7), Matamoras, Mexico; KDUB-TV (Ch 13), Lubbock, Texas, from November 13; and KTBC-TV(Ch 7), Austin, Texas, from December 1.

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PERSONNEL CHANGES

Robert L Welch, Paramount Pictures film producer, has been signed by NBC to create new TV properties, both live and film. He will act as producer-director of his programs, with his work scheduled to begin January 1, 1953.....Bradford Cross, formerly an account executive at Gray & Rogers Advertising Agency, Philadelphia, has joined the staff of the Princeton Film Center to represent the company in a sales and contact capacity.....Edward D Brown, Jr, formerly with Pedlar & Ryan, has joined the radio-TV department of Ted Bates & Co, New York.....Robert Guggenheim has been named general manager of Major Television Productions, Hollywood TV film distributors, succeeding Robert De Sousa, who recently resigned. Guggenheim has been manager of film operations for KNEH, Hollywood, for the past four years....Herbert W Hobler has been appointed an account executive in CBS Television Network Sales. He was with the NBC-TV Sales Department for the past three years, prior to which he was associated with the Mutual Network in the program and sales department. ....Lawrence J Warick has joined the Washington staff of CBS Television News & Public Affairs as assistant producer. During the last four years, he was deputy chief of the Radio-TV Liaison Branch of the U S Department of State.

Edgar J Donaldson has joined the radio-TV department of Ketchum, MacLeod & Grove, Pittsburgh. He has been with WSYR & WSYR-TV, Syracuse, for the past six years, most recently as television production supervisor.....E C Buurma, assistant to the president of RCA Service Co, has been promoted to General Manager for RCA's Tele-Prompter service.....Ralph Broitman, formerly of the radio-TV research department at Benton & Bowles, has joined the research and promotion staff of the Headley-Reed Company, station representatives.....Gilbert Supple, formerly of Lennen & Newell, has joined the radio-TV department of Doherty, Clifford, Steers & Shenfield as a copywriter.....Albert John Gillen, formerly sales manager of WSYR-TV, Syracuse, has been appointed to a similar post at WHAS-TV, Louisville.....Earl G Schneidman has been appointed Advertising Manager of Caryl Richards, Inc. He was formerly with Gibraltar Advertising as an account executive, where he also handled Public Relations. Gibraltar handles advertising, public relations and publicity for Caryl Richards.

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TALENT SHOWSHEET NOVEMBER 17-23, 1952

PROGRAM

NET TIME (EST)

TALENT ROSTER

Most of the shows on November 14, 15, 16 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, November 21. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY NOVEMBER 14  
~~FRIDAY NOVEMBER 14~~

|                                          |          |                                                                                                                                                                                                                       |
|------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Mama</u><br>(Peggy Wood)              | CBS 8pm  | <u>Vice President Mama</u> - (O) by Gordon Webber; with regulars & Ruth Gates, Audra Lindley, Leora Thatcher; (SD)                                                                                                    |
| <u>Steve Randall</u><br>(Melvyn Douglas) | DuM 8pm  | <u>The Witness</u> - (entire series staff-written by Rip Von Ronkel) with Frank Schofield, Emily Barnes, Eddy Grove, Bill Beach, Jean Casto, Tony Rivers; (SD) by Mickey Schwarz (FILM)                               |
| <u>Dark of the Night</u><br>(Carl Low)   | DuM 8:30 | Douglas Watson, Rusty Lane, Arny Freeman, Jim Little, Joe Helgesen, Logan Field; (SW & SD)                                                                                                                            |
| <u>Gulf Playhouse</u>                    | NBC 8:30 | <u>The Duel</u> - (O) by Frank D. Gilroy; with Wendell Corey, Fred Worlock, Fred Stewart, Henry Jones, Ellen Demming; (SD) by Frank Telford                                                                           |
| <u>Big Story</u><br>(Robert Sloane)      | NBC 9pm  | <u>Al Schottelkotte, Cincinnati (Ohio) Enquirer</u> - (O) by Norman Lessing; with Jamie Smith, Eric Daniell, Boris Aplon, Sam Gilman, Elaine Ellis, Tom Carney, Robert Middleton, Natalie Priest, Joseph Fallon; (SD) |
| <u>Tales of Tomorrow</u>                 | ABC 9:30 | <u>The Camera</u> - (O) by Mann Rubin; with Olive Deering, Donald Buka, Joe Marr, Mike Gazzo (SD)                                                                                                                     |
| <u>Aldrich Family</u>                    | NBC 9:30 | <u>The Music Lesson</u> - (O) by Frank & Mathilde Ferrow; with regulars & Georgianne Johnson, Bill Randall, William A. Lee, Leora Powers; (SD)                                                                        |

SATURDAY NOVEMBER 15  
~~SATURDAY NOVEMBER 15~~

|                                            |          |                                                                                              |
|--------------------------------------------|----------|----------------------------------------------------------------------------------------------|
| <u>Stork Club</u><br>(Sherman Billingsley) | CBS 7pm  | Dolores Gray, Barry Fitzgerald, Art Fowler (M)                                               |
| <u>My Hero</u><br>(Robert Cummings)        | NBC 7:30 | regulars & Laura Mason                                                                       |
| <u>Trapped</u>                             | WOR 7:30 | <u>The Pillow</u> - (O) by Draper Lewis; with Marion Leeds, Malcolm Beggs, Allan Frank; (SD) |

SUNDAY NOVEMBER 16  
~~SUNDAY NOVEMBER 16~~

|                           |            |                                                                                                                                                                                          |
|---------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Tootsie Hippodrome</u> | ABC 12:15  | Edwards & Hart (trampoline act)                                                                                                                                                          |
| <u>Al Capp Show</u>       | WNBT 12:15 | Henry Morgan, Alice Pearce                                                                                                                                                               |
| <u>Frontiers of Faith</u> | NBC 1:30   | <u>Anne Frank: The Diary of a Young Girl</u> - (A) by Morton Wishengrad; with Abby Bonime, Adelaide Klein, Martin Newman, Peter Cappell, Ruth Yorke, Frances Carlin, Paula Waksman; (SD) |

land in the State of Texas is 10,000,000 acres. The land is divided into public and private land. The public land is owned by the State of Texas and is divided into three classes: (1) land reserved for the State, (2) land reserved for the people, and (3) land reserved for the military and naval service.

| CLASS OF LAND                                    | ACRES      | VALUE         | REMARKS                                                                                                                                                                                                                                          |
|--------------------------------------------------|------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Land reserved for the State                      | 1,000,000  | \$10,000,000  | Land reserved for the State, including land reserved for the State of Texas, land reserved for the State of Texas, and land reserved for the State of Texas.                                                                                     |
| Land reserved for the people                     | 2,000,000  | \$20,000,000  | Land reserved for the people, including land reserved for the people of Texas, land reserved for the people of Texas, and land reserved for the people of Texas.                                                                                 |
| Land reserved for the military and naval service | 3,000,000  | \$30,000,000  | Land reserved for the military and naval service, including land reserved for the military and naval service of Texas, land reserved for the military and naval service of Texas, and land reserved for the military and naval service of Texas. |
| Land reserved for other purposes                 | 4,000,000  | \$40,000,000  | Land reserved for other purposes, including land reserved for other purposes of Texas, land reserved for other purposes of Texas, and land reserved for other purposes of Texas.                                                                 |
| Private land                                     | 10,000,000 | \$100,000,000 | Private land, including private land of Texas, private land of Texas, and private land of Texas.                                                                                                                                                 |



SUNDAY NOVEMBER 16 (Cont'd)

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<u>Lamp Unto My Feet</u>	CBS 3:30	<u>Dreams</u> - with Frances Foster, Josh White, Jr, Ted Nelson
<u>Omnibus</u> (Alistair Cooke)	CBS 4:30	<u>The End & The Beginning</u> - (O) James Agee; with Royal Dano, Richard Purdy, Joanna Roos, Marian Seldes, Crahan Denton, Doris Rich, Martin Gabel; (FILM) Prod by Richard de Rochemont; Dir by Norman Lloyd; <u>Lonely Hearts Club</u> (ballet) - with Gerard Ohn, Denise Bourgeois, Arlette Castanier, Jacqueline Estempe, Spear, Guy Laine, Edmond Linval, Daniel Astier, (FILM) Prod by Vita Films (France), Dir by Jean Benoit-Levy; Choreography - Leone Mail; <u>The Telephone</u> - music & libretto by Gian Carlo Menotti, with Ethel Gordon, Andrew Gainey; <u>Leonardo da Vinci</u> - film revue of artist's works, Produced by Pictura Films, Dir by Luciano Emmer & Lauro Venturi
<u>Hallmark Theatre</u>	NBC 4:30	<u>The Blue & White Lamp</u> - (O) by Frances Allen; (A) by Harold Callen; with Frank Albertson, Jack Bittner, Pat O'Malley, Earl Rowe, Leo Gordon, Guy Sampsell, Somer Alberg, Grace Keddy, Stefan Olsen, Gerald Lee, Charles Massinger; (SD)
<u>Super Circus</u>	ABC 5pm	Routon's Trick Dogs, Billy & Jean Lambert (contortionists), Drouquette Trio (jugglers) Rick Roy (trapeze)
<u>Roy Rogers</u>	NBC 6:30	<u>The Feud</u> - (O) by Dwight Cummings; regulars & Sidney Mason, Ed Hinkle, Stuart Whitman, Gloria Eaton, Ruth Lee, Bill Faucett, Harry Harvey, Pierce Lyden; (FILM)
<u>This is Show Business</u> (Clifton Fadiman)	CBS 7:30	Leueen McGrath (panelist), Richard Tucker, Gil Lamb, Elaine Dunn (D)
<u>Toast of the Town</u> (Ed Sullivan)	CBS 8pm	Henry Fonda, Edith Piaf, Leslie Randall (C), Harrison & Fisher (D); Mario del Monaco (S), Univ. of Penna. "Mask & Wig Show"
<u>Rocky King</u> (Roscoe Karns)	DuM 9pm	<u>Sucker Bait</u> - (O) by Alfred Bercovici; with regulars & William Keene, Alan Lee, John Stanley, Toni Tucci (SD)
<u>Television Playhouse</u>	NBC 9pm	<u>Parole Chief</u> - (O) by David Dressler; (A) by H. C. Lambert & Dick Sanders; with Harry Townes, Perry Wilson, Mario Gallo, Leo Penn, Sidney Poitier, Donald Foster, Terry Becker, Allen Nourse; (SD) by Delbert Mann
<u>Plainclothes Man</u> (Ken Lynch)	DuM 9:30	<u>The Philanthropist</u> - (O) by Gil Braun; with Harry Shephard, Jutta Wolfe, Jim Bender, Robert Christopher, Diana Florey (SD)
<u>Arthur Murray Party</u> (Kathryn Murray)	DuM 10pm	Chester Morris, Jackie Miles, Theresa Brewer, Bill Lawrence (S), Nelle Fisher & Jerry Ross
<u>The Doctor</u> (Warner Anderson)	NBC 10pm	<u>The Fakir</u> - (O) by David Shaw; with Frederick Worlock, Olive Reeves Smith, Basil Langton, Marion Russell, Logan Field, Roger Plowden; (FILM) dir by Peter Godfrey

STATE OF CALIFORNIA
DEPARTMENT OF REVENUE

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MONDAY NOVEMBER 17
~~MONDAY NOVEMBER 17~~

Hollywood Screen Test ABC 7:30 Twice Told Tales - (O) by Alton Alexander; with Robert Alda, Raimonda Orselli, John Heldobrand; (SD)

Lux Video Theatre CBS 8pm The Man Who Struck it Rich - (O) by Robert Zacks; (A) by Richard McDonagh & Richard Goode; with Barry Fitzgerald, Arthur Shields, Una O'Conner, Rex O'Malley, Barry MacCollum, Peg Mayo, Floyd Buckley, Naomi Riordan, William Portrude, Ann Sullivan, Tom McElhaney, Neil Fitzgerald, Gina Shield

Paul Winchell & Jerry Mahoney NBC 8pm Linda Christian, Fran Warren, Diane Sinclair & Ken Spaulding (D)

Talent Scouts CBS 8:30 Jacqueline James (M), Teresa Testa (S) Bob (Arthur Godfrey) McFadden (mimic), The Canadaires, (S)

Voice of Firestone NBC 8:30 Lauritz Melchior (Howard Barlow)

Guide Right DuM 9pm DeMarco Sisters, Ed Sauter, Billy Finnegan (M), (Russell & DeWitt) Raymond Chase (C)

H'wood Opening Night NBC 9pm Hope Chest - (O) by Arthur Penn & Jack Smight; with MacDonald Carey, Joan Caulfield

Robert Montgomery NBC 9:30 The Davidian Report - (O) by Dorothy B. Hughes; (A) by Jerome Ross; with Robert Sterling, Maria Riva, Ed Binns, Berry Kroeger, Nita Talbot, Robert Allen, James Gregory, Marc Athos, John Boyd, Bill Grey, Sada Thompson, Stowe Phelps, Aileen Poe, Joe Kinego, George Kluge, William Haraham; (SD) by Norman Felton

Studio One CBS 10pm Plan For Escape - (O) Violet Wolfson; with Peggy Ann Garner, Frank Overton, Anne Seymour, Robert Webber, Jean Carson, Victor Thorley, Joseph Sweeney, Bruce Gordon; (SD)

Dangerous Assignment NBC 10:30 The Assassin Ring Story - (O) by Robert S. Ryf, (Brian Donlevy) Phillip Sudano & Arthur Rowe; with Edgar Barrier, Hugh Beaumont, Larry Blake, John Bleiffer, Jack George, Ralph Moody, Tito Renaldo, Beverly Tyler, Alan Wells; (FILM)

TUESDAY NOVEMBER 18
~~TUESDAY NOVEMBER 18~~

Milton Berle NBC 8pm Roberta Peters, Jack Carter

City Hospital CBS 9pm The General - with Beverly Whitney, Vera Allen, (Melville Ruick) Beryl Firestone, Judy Evans; (SD & SW)

Fireside Theatre NBC 9pm The Roof - (O) by Agnes Christine Johnston & Frank Dazey; with Kenneth Tobey, Leslye Banning, Ed Tierney, Howard Negley, Ann Savage, Martha Wentworth, Mary Young, Stanley Fraser, Don Kent (FILM)

Suspense CBS 9:30 Monsieur Vidocq - (O) by Henry Thomas & Dana Lee Thomas; with Luis Van Rooten, Jacques Aubuchon, Nigel Greene, Francis Bethencourt, Alfred Hesse, Alfred Hesse, Diane de Brett, Alfred Leberfeld; (SD) by Victor Wolfson

MEMORANDUM

TO: THE PRESIDENT

FROM: THE SECRETARY OF DEFENSE

SUBJECT: [Illegible]

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MEMORANDUM

TO: THE PRESIDENT

FROM: THE SECRETARY OF DEFENSE

SUBJECT: [Illegible]

[Illegible text block]

[Illegible text block]

TUESDAY NOVEMBER 18 (Cont'd)
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Where Was I? DuM 9pm Virginia Graham (fashion coordinator) replaces Betty Furness as regular panelist

Armstrong Circle Theatre NBC 9:30 A Volcano is Dancing in Here - (O) by S. Lee Pogostin; with William Prince, Barbara Baxley, Edgar Stehli, Yvette DuGay; (SD)

Danger CBS 10pm The Hanging Judge - (O) by Carl White; with Thomas Chalmers, Paul Ford, Charles Tynner, Ramsey Williams, Frank North, Bart Burns, Henry Barnard, James Westerfield, Dennis Cross, MacGregor Gibb; (SD)

WEDNESDAY NOVEMBER 19  
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Ellery Queen
 (Lee Bowman & Florenz Ames) ABC 9pm Companion to a Killer - (O) by I. Pincus & B. Loring; (A) by B. Loring; with Kathleen Comegys, Paul Newman, Peggy Nelson; (SD)

Kraft TV Theatre NBC 9pm The Quiet Wedding - (O) by John Chapman; with Alan Haines, Petrena Lowthian, Edith Meiser, Pamela Simpson, Leslie Paul, Anthony Kemble Cooper, Carol Veazie, Anita Bolster, Carolyn Grier, Catherine Doucet, Guy Spaul, David Orrick

Man Against Crime
 (Ralph Bellamy) CBS 9:30 Get Out of Town - (O) by Burton Benjamin; with Henry Lascoe, Sal A. LaPera, Jack Manning, Samuel B. Yaffee, Fred Lightner, Jean Bradley, Abe Simon; (SD) (FILM)

The Unexpected
 (Herbert Marshall) WNBT 10:30 The Numbers Game - with Marshall Thompson (FILM)

THURSDAY NOVEMBER 20
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Chance of A Lifetime  
 (Dennis James) ABC 8:30 Tony Bennett

Singer 4\* Playhouse CBS 8:30 Welcome Home - (O) by Blake Edwards; with Dick Powell, David Holt, Claire Carleton; Dir by Robert Florey (FILM)

T Men in Action  
 (Walter Greaza) NBC 8:30 The Case of the Sugar Daddy - (O) by Jack Anson Finke; with Truman Smith, Henrietta Moore, Dennis Harrison, Alfred Ward, Joe Maross; (SD) (FILM)

Big Town  
 (Pat McVey & Jane Nigh) CBS 9:30 Assassination - (O) by E. A. DuPrit & David Chantler; with Thurston Hall, Stan Wilden, Lewis Martin, Sayre Dearing, Riza Royce, John Close; (SD) by Charles Haas (FILM)

Ford Theatre NBC 9:30 Sunk - (O) by George F. Worts; (A) by Seeleg Lester & Mervin Gerard; with Kevin McCarthy, Charles Bickford, Lisa Howard, Joseph Crehan, Alix Talton, Harry Tyler, Gregg Barton; Dir by Robert Stevenson (FILM)

Racket Squad  
 (Reed Hadley) CBS 10pm (Show of Nov 13 canceled; in its place the following was shown:) Blessed Expense - (O) by Jackson Gillis; with Allen Jenkins, Donna Martell, Ross Fold, Andy Toombs, Bill Philips, Frank Connors; (SD) (FILM)  
 (SHOW FOR THIS DATE NOT AVAILABLE AT PRESS TIME)

WEEKLY SCHEDULE

| Time     | Program                  | Host   |
|----------|--------------------------|--------|
| 10:00 AM | Wrestling (Professional) | Tom... |
| 11:00 AM | Wrestling (Professional) | Tom... |
| 12:00 PM | Wrestling (Professional) | Tom... |
| 1:00 PM  | Wrestling (Professional) | Tom... |
| 2:00 PM  | Wrestling (Professional) | Tom... |
| 3:00 PM  | Wrestling (Professional) | Tom... |
| 4:00 PM  | Wrestling (Professional) | Tom... |
| 5:00 PM  | Wrestling (Professional) | Tom... |
| 6:00 PM  | Wrestling (Professional) | Tom... |
| 7:00 PM  | Wrestling (Professional) | Tom... |
| 8:00 PM  | Wrestling (Professional) | Tom... |
| 9:00 PM  | Wrestling (Professional) | Tom... |
| 10:00 PM | Wrestling (Professional) | Tom... |
| 11:00 PM | Wrestling (Professional) | Tom... |
| 12:00 AM | Wrestling (Professional) | Tom... |

SATURDAY NOVEMBER 20 (Cont'd)

Martin Kane NBC 10pm Ed Peck, Don Kennedy, Jed Prouty, Alan Lee,  
(Lee Tracy) Gena Rowlands, Val Avery

I've Got A Secret CBS 10:30 Margaret O'Brien, Henry Morgan, Kitty Carlisle,  
(Garry Moore) Jayne Meadows, Bill Cullen

Foreign Intrigue WNBT 10:30 F I in Diamonds - (O) by George & Gertrude Fass;  
(Jerome Thor & (A) by Sheldon Reynolds; with Giselle Prevaille,  
Sydna Scott) Yves Brainville, George Brehat, Jacqueline Courat; Dir by  
Marcel Cravenne (FILM)

FRIDAY NOVEMBER 21

Gulf Playhouse NBC 8:30 The Whale on the Beach - (O) by Carey Wilber;  
with Hoagy Carmichael

Schlitz Playhouse CBS 9pm The Pussyfootin' Rocks - (O) by Luther Davis;  
(Irene Dunne) with Joan Blondell, Buddy Ebsen, Kathleen  
Freeman; Dir Robert Aldrich (FILM)

Tales of Tomorrow ABC 9:30 The Quiet Lady - (O) by Phyllis Sterling Smith;  
(A) by Irwin Lewis; with Una O'Connor, John  
Conte (SD)

Twenty Questions DuM 10pm Jeffrey Lynn  
(Bill Slater)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 14 THROUGH FRIDAY NOVEMBER 21

Strike it Rich CBS 11:30 M - Mimi Warren (S); W (am) Terry duHaine  
(Warren Hull)

One Woman's Experience WABD 11:30 Don't Cry, My Love - (O) by Chris Riland; with  
Jan Sherwood (SD)

One Man's Experience WABD 11:45 In a Lonely Doorway - (O) by Thomas Logan;  
with Stu Bradley (SD)

Garry Moore CBS 1:30 Tu - Ray Malone; W - Durward Kirby (C); F -  
Roger Price (C)

Everywhere I Go CBS 2pm Tu - Laura Costelano & Arthur Budney (S)  
(Dan Seymour)

Ted Steele WPIX 2:30 M through F - Johnny Hartman (S), The Kerns  
(song & dance), Vince Massey (S), Helen  
Clayton (S)

Nancy Craig WJZ 2:30 M - Andre Eglevsky; Tu - Jane Van Duser; F -  
Bil & Cora Baird

Art Linkletter CBS 2:45 M through F - Herb Flemington (S)

Margaret Arlen CBS 4pm Tu - Jean Porter, New Haven Radio & TV commen-  
tator subs for Miss Arlen; F - Guthrie McClintic

Kate Smith NBC 4pm M - The Three Rockets (D), Boys Town Choir;  
Tu - The Kateds (D), Dick Kollman & Ann Crowley  
(S); W - The Delta Rhythm Boys (S); Th - Howard & Shelton  
(C), Evelyn Tyner (M); F - Bunny Briggs (D)

TABLE OF CONTENTS

|                                  |            |                          |
|----------------------------------|------------|--------------------------|
| <p>1. The History of the ...</p> | <p>100</p> | <p>Table of Contents</p> |
| <p>2. The ...</p>                | <p>105</p> | <p>Table of Contents</p> |
| <p>3. The ...</p>                | <p>110</p> | <p>Table of Contents</p> |
| <p>4. The ...</p>                | <p>115</p> | <p>Table of Contents</p> |
| <p>5. The ...</p>                | <p>120</p> | <p>Table of Contents</p> |
| <p>6. The ...</p>                | <p>125</p> | <p>Table of Contents</p> |
| <p>7. The ...</p>                | <p>130</p> | <p>Table of Contents</p> |
| <p>8. The ...</p>                | <p>135</p> | <p>Table of Contents</p> |
| <p>9. The ...</p>                | <p>140</p> | <p>Table of Contents</p> |
| <p>10. The ...</p>               | <p>145</p> | <p>Table of Contents</p> |
| <p>11. The ...</p>               | <p>150</p> | <p>Table of Contents</p> |
| <p>12. The ...</p>               | <p>155</p> | <p>Table of Contents</p> |



Short, Short Drama  
(Ruth Woods) NBC 7:15 Tu - The Fix - (O)by William Asher; with Jay Barney, Leslie Barrett, Phil Coolidge, Sid Raymond, Adrienne Marden; Dir by William Asher; The Hat Trick - (O) by Norman Lessing; with June Dayton, Ann Thomas, Dean Harens; Dir by Arthur Rosenbloom (FILM)

Broadway TV Theatre WOR 7:30 M through F - Craig's Wife - by George Kelly; with Mildred Dunnock, Ona Munson, Margaret Hamilton, Frances Starr, Dortha Duckworth, Peter Hobbs, Jody Drew, James Nolan, Tom Rutherford, Mark Roberts; staged by Albert Marre

Perry Como CBS 7:45 W - Toni Arden

SATURDAY NOVEMBER 22  
~~~~~

Sealtest Big Top CBS 12 N The Rosettis (aerial Balancing act), The Nemedils (perch routine), Henry French (cyclist) Ferdinand & Jerry (roly-poly act)

Jackie Gleason CBS 8pm Andrew Sisters, "Rochester"

All Star Revue
(Ritz Brothers) NBC 8pm Mimi Benzell, John Ireland

Jane Froman CBS 9pm Yehudi Menuhin

Your Show of Shows
(Caesar & Coca) NBC 9pm Nancy Olson, guest hostess & regulars

Battle of the Ages
(Morey Amsterdam) CBS 10:30 Charles & Lillian (D), Maria Neglia (M), Skeets Minton (ventriloquist), Prof. Backwards (C)

SUNDAY NOVEMBER 23
~~~~~

Toast of the Town  
(Ed Sullivan) CBS 8pm Christopher Lynch (S), Les Paul & Mary Ford, Connie Russell & The Boys, Clifford Guest

The Web CBS 9:30 The Unafraid - (O & A) by Marie Baumer; with Joey Walsh, Robert Simon, Elspeth Eric, Robert Antoine, Stuart Germain, Walter Butterworth, Jr, Arthur Hutt, Ira Lewis; (SD) by Lela Swift

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TALENT AVAILABILITIES  
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<u>HENRY DANIELL</u> - now in NY - AGT - Marjorie Morrow, CH 4-0644	<u>JOHNNY STEWART</u> - featured in "Bernardine" available Sunday TV & daytime interview - PRESS - John Toohey, CH 4-2644
<u>BETTY GRAYSON</u> - AGT - Marjorie Morrow	
<u>PETRENA LOWTHIAN</u> - AGT - Marjorie Morrow	<u>BEATRICE STRAIGHT</u> - AGT - Wm Morris, JU 6-5100
<u>NITA NALDI</u> - closed Sat "In Any Language" now available TV - Hotel Wentworth, LU 2-2200	<u>HARRY TOWNES</u> - AGT - Baxt-Wald
<u>FRANK OVERTON</u> - AGT - Baxt-Wald, OR 5-7847	<u>NANCY WALKER</u> - now in "Pal Joey" - available Sunday, daytime TV interview - PRESS - Arthur Cantor, CH 4-2644
<u>HIRAM SHERMAN</u> - Leaving "Two's Company" Nov 29; available NY TV early Dec - AGT - Barna Ostertag at Lucy Kroll, PL 7-4250	<u>CAROL WHEELER</u> - AGT - Lee-Harris-Draper, JU 6-4180

Franklin D. Roosevelt
(1882-1945)

Franklin D. Roosevelt

Franklin D. Roosevelt

Franklin D. Roosevelt

Franklin D. Roosevelt

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(1882-1945)

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Franklin D. Roosevelt
(1882-1945)

Franklin D. Roosevelt

FRANKLIN D. ROOSEVELT

FRANKLIN D. ROOSEVELT - now in NY - 1882-1945
Franklin D. Roosevelt, 1882-1945

FRANKLIN D. ROOSEVELT - 1882-1945

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Franklin D. Roosevelt, 1882-1945

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Franklin D. Roosevelt, 1882-1945

FRANKLIN D. ROOSEVELT - 1882-1945
Franklin D. Roosevelt, 1882-1945

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and stations throughout the country)

Scheduled program transmission for the week of: November 16-22		Total Hours Network Service			
		ABC	CBS	DuM	NBC
Time on-) 12 noon)	Live Film	1 3/4	12 1/2	1 --	17 1/2 2 1/2
12 noon-) 6:00 pm)	Live Film	1 3/4 1/4	25 1/2 --	11 --	12 2 1/4
6:00 pm-) time off)	Live Film	12 3/4 6 1/2	20 1/2 5 1/2	18 1/4 1 1/4	19 1/4 6
TOTALS	Live Film	15 1/2 7 1/2	58 6	30 1/4 1 1/4	48 3/4 10 3/4

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of November 16-22

CITY	STATION	Total Hours Transmission	% Network Service	Live Hours Local Only	Movie* Features
New York City	WJZ (A)	91 1/4	23%	31 1/2	35
New York City	WCBS (C)	107 1/2	59%	12 3/4	25 1/2
New York City	WABD (D)	92	33%	21 1/4	21
New York City	WNBT (N)	119 1/4	36%	27 3/4	15 3/4
New York City	WOR (I)	74 1/4	--	21 1/2	39
Fort Worth	WBAP (A,N)	110	34%	24 1/2	18 3/4
New Orleans	WDSU (A,C,N)	116 1/4	56%	18	1 3/4

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Co; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

While every effort has been made to insure the accuracy of these compilations, they are presented as approximations and should only be used as such.

TABLE 1
Summary of the results of the tests

The following table shows the results of the tests conducted on the specimens of the material under consideration. The specimens were tested in accordance with the requirements of the standard.

Specimen No.	Material	Yield Point (kg/cm ²)	Tensile Strength (kg/cm ²)	Elongation (%)	Remarks
1	Steel	45	75	25	Good
2	Aluminum	30	55	15	Good
3	Copper	25	45	10	Good
4	Brass	35	65	12	Good
5	Iron	40	70	20	Good

The results of the tests show that the material under consideration has a yield point of approximately 45 kg/cm² and a tensile strength of approximately 75 kg/cm². The elongation of the material is approximately 25%. The material is considered to be of good quality and suitable for use in the intended application.

TABLE 2
Summary of the results of the tests

Specimen No.	Material	Yield Point (kg/cm ²)	Tensile Strength (kg/cm ²)	Elongation (%)	Remarks
6	Steel	45	75	25	Good
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9	Brass	35	65	12	Good
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NOVEMBER 23-29, 1952

VOL 4 NO 6

SUPPLEMENT D

Ross Reports

EDITOR: Jerry Leichter
ASSOC EDS: David B Graham
Alvin Sullum
BUS MGR: Darryl A King

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(23)

NBC - 4:30-5:30pm; TIME CHANGE; Hallmark Theater, formerly seen 4:30-5pm, now on from 5-5:30pm, with Zoo Parade now seen from 4:30-5pm.

NBC - 5:30-6pm; HIGHLIGHT; At Home with Robert Frost; from WNBT(ON FILM) to the net; Sustaining; Prod-Dir - Richard de Rochemont; the second film in NBC's series of conversations with elder wise men (the first was with Bertrand Russell) shows Robert Frost, eminent American poet, in conversation with his guest, Bela Kornitzer, Hungarian-born journalist and author; during the course of the conversation Frost will recite two of his poems, "Stopping by Woods on a Snowy Evening" and "The Drumlin Woodchuck."

Mon(24)

NBC - 10-10:30am Mon thru Fri; DEBUT; Ding Dong School; from WNBQ(Chicago) to the net; Sustaining; Prod-Dir - Reinald Werrenrath, Jr, WNBQ; created by Judith Waller, NBC Chicago director of public affairs and education, and George Heinemann, WNBQ program manager, the series debuted locally on October 3, 1952; Dr Frances R Horwich, 'Miss Frances,' entertains and educates children of pre-school age, using constructive toys, game and puzzles, and helps children on the program with simple drawings and cut-outs. Dr Horwich is on leave of absence from Chicago's Roosevelt College where she is chairman of the department of education.

NBC - 10:30-11am Mon thru Fri; CHANGE; Ask Washington; from WNBW(Washington, DC) to the net; Sustaining; Prod-Dir - Ted Ayers WNBW; question and answer program with NBC commentators is now seen across-the-board.

Thu(27)

CBS - 11am-12noon; HIGHLIGHT; Macy's Thanksgiving Day Parade; from WCBS-TV(NY) to the net; Sustaining; Prod - Paul Levitan, CBS-TV Public Affairs; Robert Trout will narrate the over-all activities during the annual parade, with John Reed King presenting the color and human interest angles and interviewing members of the holiday crowd in Herald Square; Jackie Gleason will be Grand Marshall, with other CBS-TV stars in the reviewing stand.

CBS - 5-6pm; HIGHLIGHT; Thanksgiving Festival Hour of Music; from WCBS-TV(NY) to 50 sta; Sponsor - Longines-Wittnauer Watch Co thru Victor A Bennett. Prod - Alan Cartoun; Dir - Alan Cartoun & Ted Estabrook; Choreog - John Butler; Scenic Designer - Kathleen Ankers; Music Dir - Eugene Lowell; Frank Knight serves as host on special musical program.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

MEMORANDUM

TO : SAC, NEW YORK

FROM : SAC, NEW YORK
SUBJECT: [Illegible]

RE: [Illegible]

10/15/41

[Illegible text]

[Illegible text]

10/15/41

[Illegible text]

[Illegible text]

10/15/41

[Illegible text]

[Illegible text]

THIS WEEK(Cont'd)

Thu(27)

NBC - 10:30-11am; HIGHLIGHT; Hudson Department Store Parade; from WWJ-TV (Detroit) to the net (except WNBT, NY); Sustaining; coverage of Detroit's Thanksgiving Day Parade.

NBC - 11-11:30am; HIGHLIGHT; Gimbel's Thanksgiving Day Parade (Philadelphia); from WPTZ(Philadelphia) to the net; Sustaining; parade will be seen on the condition that the United Nations is not in session.

LAST WEEK'S NETWORK CHANGES

DuM - Rebound; RETURN Nov 21; alt Fri 8:30-9pm; from WAED(ON FILM) to 12 sta & 6 spots; Sponsor - Packard Motor Car Corp thru Maxon; Pkgr-Prod - Bing Crosby Enterprises, Hollywood; Exec Prod - Basil Grillo; Gen Mgr - Harve Foster; Prod-Dir - Bernard Girard; dramatic stories with novel or twist ending a la O Henry, was formerly seen on the ABC-TV network, and alternates in this DuMont time slot with Dark of Night, formerly a weekly presentation.

NETWORK SPONSOR ACTIVITY

AMERICAN CHICLE CO(Clorets Chewing Gum & other products) thru Dancer-Fitzgerald-Sample, will again sponsor A Date With Judy, starting Wednesday, January 3, on ABC-TV 7:30-8pm. Sponsor signed for 52 weeks. Last time the program was on the air was from July 10 thru Oct 2 with the same sponsor, also on ABC-TV.

CARTER PRODUCTS thru Ted Bates will sponsor Drew Pearson on the DuMont Television Network on Wednesdays 7:30-7:45pm, beginning December 24 for 13 weeks.

DUFFY-MOTT(Fruit Juices) thru Young & Rubicam, has purchased the Charles Laughton Show, a projected series of 15-minute TV films, for 30 markets. Paul Gregory is packager-producer of the series.

GEMEX WATCH BAND CO (expansion bands) thru BBD&O, picks up alternate week sponsorship of Stork Club (CBS-TV Sat 7-7:30pm) effective January 3.

LEVER BROS(Shadow Wave) thru McCann-Erickson, drops its co-sponsorship (with Lever Bros Pepsodent) of Heaven for Betsy (CBS-TV Tu & Thu 7:45-8pm) after the program of December 25, due to budgetary reasons. Pepsodent remains, with no new co-sponsor yet announced.

C H MASLAND(Rugs & carpets) thru Anderson & Cairns, BALLARD & BALLARD(Ovenready Biscuits) & KELLOGG CO thru Leo Burnett, have picked up quarter-hour segments of the Garry Moore Show (CBS-TV Mon thru Fri 1:30-2pm): Masland - Mon 1:30-1:45pm, effective Jan 26; Ballard & Ballard - Tue 1:45-2pm, effective Dec 2; Kellogg - Fri 1:45-2pm, effective January 2. Current sponsors are Best Foods thru Earle Ludgin (Wed 1:45-2pm) & Stokely-Van Camp thru Calkins & Holden, Carlock, McClinton & Smith (Thursday 1:45-2pm).

SWANK, INC (Men's jewelry) thru Silberstein-Goldsmith, has picked up sponsorship of Steve Randall (DuM Fri 8-8:30pm), the Melvyn Douglas private eye series which was formerly seen as Hollywood Off-Beat.

(All network times listed are Eastern Standard Time)

10-11-51: HIGHLIGHT: Under treatment from 10-11-51 (leaves) to the net (except with 10-11-51) concerning of interests. Thanking day parade.

11-11-51: HIGHLIGHT: Under treatment from 11-11-51 (leaves) to the net (except with 11-11-51) concerning of interests. The condition that the United States is not in a position.

LAST WEEK'S NETWORK CHANGES

10-11-51: HIGHLIGHT: Under treatment from 10-11-51 (leaves) to the net (except with 10-11-51) concerning of interests. The condition that the United States is not in a position.

NETWORK SPONSOR ACTIVITY

AMERICAN CHURCH (Cigarette chewing gum & other products) from 10-11-51 (leaves) to the net (except with 10-11-51) concerning of interests. Last time the program was on the net was from 10-11-51 (leaves) to the net (except with 10-11-51) concerning of interests.

CAPITOL HILL (Cigarette chewing gum & other products) from 10-11-51 (leaves) to the net (except with 10-11-51) concerning of interests. Last time the program was on the net was from 10-11-51 (leaves) to the net (except with 10-11-51) concerning of interests.

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LOCAL STATION ACTIVITY

WABD(Ch 5)
New York

- Food For Thought; CHANGE Nov 17; Mon thru Fri 4-4:30pm; Sponsor - H C Bohack Co(235 food stores in Greater NY area); Prod - Cliff Kenny for Bob Bories Productions; Dir - Lew Danis for Bories; Ella Mason is moderator of homemaking show, formerly seen on WOR-TV. Revamped afternoon schedule is as follows: 4:30-4:45 - Feature Film; 4:45-5:15pm - Serial Theater; 5:15-6:30pm - Cinema Theater; 6:30-6:45pm News with Walter Raney; 6:45-6:50pm - The Weather Girl; 6:50-7pm - Sports Varieties.

Terry and the Pirates; DEBUT Nov 25; alt Tue 7:30-8pm; Sponsor - Canada Dry Gingerl Ale thru J M Mathes (will sponsor the program on 46 stations in 44 markets); Film Distributor - Official Films; Pkgr-Prod-Dougfair Productions, Hwood; Dir - Dick Irving; Writers - John & Gwen Bagni; based on the famous comic strip of the Chicago Tribune-New York Daily News Syndicate, John Baer stars in the title role, with Gloria Saunders as the Dragon Lady, Sandra Spence as Burma, William Tracy as Hotshot Charlie and Jack Reitzen as Chopstick Joe.

WJZ-TV(Ch 7)
NY

- Report to the People; DEBUT Nov 26; Wed 8-8:15pm; Sustaining; Prod-Dir - Ray Abel WJZ-TV; Rudolph Halley, President of the City Council of NY will discuss administration matters pertaining to the NYC government, on alternate weeks. The five Borough Presidents of NYC have been invited to appear on alternate weeks.

Schedule Change: Know New York, now Sunday 4:30-5pm; Black Spider(film) now Fri 8:30-9pm, with All Star News off on Friday on WJZ-TV; Italian Cookery has been expanded to one hour, 12:15-1:15pm Saturdays.

WNBT(Ch 4)
NY

- Sense and Nonsense; DEBUT Nov 24; Mon thru Fri 6-6:30pm; Sponsor - Coca Cola Bottling Co of NY thru William Esty; Prod - Jeff Selden, Esty; Dir - Dwight Hemion WNBT; Ralph Paul MC's new quiz program based on identification of objects by use of each of the five senses, and features two competing teams of three members each chosen from a particular profession, organization or family group. Music Dir - Roy Ross.

Skitch Henderson; LAST SHOW Nov 21; Mon thru Fri 6:30-6:45pm; program replaced by Ask the Camera, formerly seen in the 6:15-6:30pm time slot.

WOR-TV(Ch 9)
NY

- Special Film Program; Thursday, November 27, 9-11pm; included in special Thanksgiving Day program will be two films produced by Father Patrick Peyton, "The Hound of Heaven" and "That I May See."

Trapped; LAST SHOW Nov 15; Sat 7:30-8pm; Sustaining; Pkgr-Prod - Harvey Marlowe; Dir - Victor Cavanese; mystery program may be put on film by Marlowe, who resigned as program manager of the station last week (see Personnel Changes).

In Town Today; DEBUT Nov 17; Mon thru Fri 6:30-7pm; Sustaining; Dir - Lewis Freedman; John Wingate, Harry Wismer & Paul Killiam in reports on various subjects.

Gadget Gallery; DEBUT Nov 25; Tue & Fri 5:45-6pm; Sponsor - Jamaica Stove & Furniture Co and Allen Carpet Co); Pkgr-Prod-Dir - Robert Isaacson; Z R Segal MC's program on which unusual gadgets are shown.

TV Hometown; NEW TIME Nov 24; Mon 12midnight-12:30am & Tue thru Fri 11:05pm-12m; Paul Killiam's show will be seen at this time in addition to being seen Mon thru Fri 1:30-2:30pm; TV Nightcap has been dropped.

Section 2
New York

Section 2 - Local financial institutions...
The purpose of this section is to provide for the...
of the State of New York...
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Section 3 - Local financial institutions...
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to be known as the...

LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - Fashion Premiere; STATION CHANGE Nov 23; Sun 5:15-5:30pm; Sponsor - New York "The House of Swansdown" and "Main Street Fashions" thru Allan Lawrence; Prod - Sid White; Dir - Bob Busch; Ethel Thorsen MC's show which features the latest creations from the world of fashion shown by top models. Program is also seen on WABD Wed 11:20-11:35pm.

"Hans Christian Andersen" Premiere; HIGHLIGHT Nov 24; Mon 8:30-9pm; Sponsor - RKO Pictures; Dir - Bob Busch; Asst Dir - Herb Homes; Tex & Jinx McCrary will interview celebrities at the world premiere of Samuel Goldwyn's production of "Hans Christian Andersen" at the Criterion Theater. The affair will be for the benefit of the Will Rogers Memorial Hospital in Saranac, New York.

Special Film Program; HIGHLIGHT Nov 27; Sustaining; "The Hound of Heaven" and "You Can Change the World" special religious films, will be seen as special Thanksgiving Day program, "Heaven" at 6:15-6:30pm, "Change the World" 2-2:30pm.

Rod & Gun Club; RETURN Nov 28; Fri 11-11:15pm; Prod-Dir - Raymond E Nelson; Asst Dir - Martin Roberts; weekly series features a panel discussion of all aspects of outdoor sports; was formerly seen on WOR-TV. Luxor Varieties now seen Fri 11:15-11:30pm.

KECA-TV(Ch7) - Church in the Home; DEBUT Nov 23; Sun 11am-12noon; from KECA-TV to Hollywood KGO-TV(San Francisco); Reverend Fred Jordan's program has been heard on radio ; from time to time portions of the program will emanate from the KGO-TV studios.

KTTV(Ch 11) - Sports Car News; DEBUT Nov 16; Sun approx 4-4:30pm; new half-hour intermission feature will be part of the Jalopy Derby telecast(3-5pm); Roy Maypole MC's new segment, interviews guests and shows films of interesting races.

Cinema Chef; DEBUT Nov 17; Mon thru Fri 1-2:30pm; Ed Reimers MC's film program which combines the showing of feature length motion pictures with practical suggestions to housewives on better ways to feed their families. New format replaces Marjorie Heid's Kitchen.

WFIL-TV(Ch 6)- Bringing Up Junior; DEBUT Nov 14; Fri 3-3:15pm; new segment of The Philadelphia Woman's Page (Mon thru Fri 2:30-3:30pm) will have Mrs Helen Hickler discussing child guidance with well-known authorities on the subject.

FILM REPORT

CBS TELEVISION FILM SALES ANNOUNCE NEW CONTRACTS for week ending November 14: The Range Rider, NYC, station & time to be announced, to Chuckles Candy for 26 weeks; to WTOP-TV, Washington, DC, for Fairfax Bread Co, 52 weeks; to KDUB-TV, Lubbock, Texas, 52 weeks; and KGNC-TV, Amarillo, Texas. KDUB-TV also purchased the Gene Autry Show for 52 weeks and Files of Jeffrey Jones for 39 weeks. Other KGNC-TV purchases were for Gene Autry Show, Cases of Eddie Drake, Files of Jeffrey Jones, Holiday in Paris, World's Immortal Operas and Strange Adventure.

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FILM REPORT(Cont'd)

LARRY GORE PRODUCTIONS FORMED IN NEW YORK by publicist Larry Gore, writer Arnold Stone and comedian Irwin Corey, with production on their first projected series, The Professor, scheduled to begin in December. Corey will star in the half-hour comedy films, with Gore producing and Stone writing and directing the films. Larry Siegel and Arthur Reich will contribute extra comedy material. Arthur Florman will be the cameraman.

PEERLESS SELLS 26 FEATURES IN PRE-OPENING DEAL to KHQ-TV, Spokane, Washington, which is scheduled to begin operating soon after the first of the year. KING-TV, Seattle has signed for a re-run of the films, and other sales of the package have been made to KMTV, Omaha; WJAC-TV, Johnstown; KPHO-TV, Phoenix and KFMB-TV, San Diego. The films include "Raw Deal," "My Son, My Son," "Last of the Mohicans," "Brewster's Millions," and "March of the Wooden Soldiers."

THREE GUESSES NEW 20TH CENTURY-FOX QUIZ SHOW, has been sold to Hachmeister Floor Covering for WDTV, Pittsburgh and General Tire Co for WRBM-TV, Indianapolis. Featuring Roger Forster as quizmaster, the quarter-hour quiz show uses film clips from Movietonews' library of top news events and personalities in scenes that dramatically build each question.

TEXAS RASSLIN' FILMS AVAILABLE in program lengths of 50 to 54 minutes, made on 16mm sound film, including preliminaries and one main event, with a minimum of four falls in each show. Produced by Texas Rasslin' Films, there are already 39 programs completed, with another 13 scheduled for completion by January 1. The production firm distributes its own product, with offices in the Cadiz & Industrial Bldg, Dallas, Texas.

BEAT THE EXPERTS SPORTS QUIZ TO BE RELEASED BY STERLING TV, having been created especially for TV by Telenews Productions. The series is available for across-the-board sponsorship or for programming around sports events coverage. Each program runs three and one-quarter minutes, with format permitting home audience to match wits with panel of experts which will include such sports figures as Bob Waterfield, Dom DiMaggio, Bob Mathias, Frank Sedgman, Monte Irvin, Fritz Crisler & Dick Kazmaier.

NEWS DIGEST

MULTIPULSE TV PROGRAM TRENDS LISTS TOP 10 PROGRAM TYPES for October, 1952:

Comedy Variety	29.8	Football	15.1
Talent	21.6	Westerns	14.0
Drama & Mysteries	19.5	Music	13.5
Boxing	18.0	Musical Variety	12.0
Comedy Situation	17.3	Kid Shows	9.3

Note: Percentage figures are based on average ratings of program types as compiled by The Pulse, Inc.

RESEARCH REPORT

LARRY GREEK PRODUCTIONS BOARD IN NEW YORK BY PRODUCER LARRY GREEK, WRITER AND
STORY AND SCENARIO LARRY GREEK WITH PRODUCTION BY LARRY GREEK AND
THE PRODUCERS, INCORPORATED. THE BOARD IS FORMED BY LARRY GREEK AND
OTHER PRODUCERS AND WRITERS WHO ARE INTERESTED IN THE BOARD. LARRY
GREEK AND OTHER PRODUCERS WILL CONTINUE THEIR COMEDY MATERIALS
AS THE COMPANY.

THE BOARD IS FORMED BY PRODUCERS WHO ARE INTERESTED IN THE BOARD AND
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THEIR COMEDY MATERIALS AS THE COMPANY.

RESEARCH REPORT

INDUSTRIAL TV PROGRAM REVENUE LIST FOR THE YEAR 1972:

Program	Revenue	Company
... ..	\$2.0	...
... ..	\$1.5	...
... ..	\$1.2	...
... ..	\$1.0	...
... ..	\$0.8	...

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NEWS DIGEST(Cont'd)

A C NIELSEN'S RATINGS FOR THE 10 TOP TV PROGRAMS, two weeks ending October 25, is now calculated on the basis of the per cent of all homes viewing the program, except those homes tuned in one to five minutes. Formerly this rating was based on the audience during the average minute of the program.

	<u>#Homes(000)</u>		<u>% Homes</u>
I Love Lucy	12,363	I Love Lucy	65.3
Colgate Comedy Hour	9,865	Talent Scouts	56.5
Godfrey Friends(Chesterfield)	9,494	Godfrey Friends(Chestrfld)	54.5
Texaco Star Theater	8,867	Texaco Star Theater	54.5
Pabst Blue Ribbon Bouts	8,850	Colgate Comedy Hour	53.0
Television Playhouse (Philco)	8,406	Gangbusters	49.8
Gangbusters	8,140	Pabst Blue Ribbon Bouts	48.4
You Bet Your Life	7,897	Television Playhouse(Philco)	46.7
Television Playhouse(Goodyear)	7,896	Television Plhe(Goodyear)	44.3
Godfrey Friends(Toni-Gillette)	7,558	Life With Luigi	43.6

NEW STATION AFFILIATIONS: Station KTBC-TV(Ch 7) Austin, Texas, to the ABC-TV network about Dec 15; WKAB-TV(Ch 48) Mobile, Ala, to the DuMont Television Network about Dec 7; WAFB-TV(Ch 28) Baton Rouge, La, to DuMont about Jan 1; KROD-TV(Ch 4) to DuMont about Dec 15; KONA (Ch 11) Honolulu, T H, to DuMont about Dec 1.

NBC UNIFIES RADIO & TV SALES STAFFS. New sales organization, in three regional groupings, lists the following executive lineup: George H Frey, vp & sales director for radio & TV; Walter D Scott, administrative sales manager, with both he and Frey reporting to John K Herbert, vp in charge of sales for the radio & TV nets; Edward R Hitz, manager of the Central sales division; John Lanigan, manager of Eastern sales division; John Williams, manager of the Western sales division.

TV COMMERCIALS SHOULD BE SIMPLE, according to Leonard Kudisch, vp of Schwerin Research Corp, reporting on a recent Schwerin study. After studying reactions of people to 6,000 commercials, the research organization found that the simple, inexpensive commercial was the most effective in terms of audience likes, remembrance and belief. Ross Reports, in its latest TV Commercials Survey, issued in October, reported that advertising agencies feel that the current commercial trend is to simplicity and sincere salesmanship, with a more personalized, straightforward approach to the viewer.

PERSONNEL CHANGES: Maurice Gresham replaces George Shupert as sales manager of Peerless TV Film Productions. He will make his offices in Hollywood.....George Kern has joined Geyer Advertising as associate director of radio & TV media. He was formerly manager of radio-TV production & traffic at Benton & Bowles.....Stan Rhodes has joined the radio-TV department of Fuller & Smith & Ross. He formerly was with Kenyon & Eckhardt and Benton & Bowles.....Jon Epstein has rejoined the production staff of the Frederic W Ziv Co, following two years service with the US Army in Korea and Japan.....F Winslow Stetson, Jr, former vp and account supervisor with Foote, Cone & Belding, has joined Sherman & Marquette in a similar capacity..... Robert E Lyall has been appointed field merchandising director for Crosley Broadcasting, Cincinnati. He was formerly midwestern division sales manager for Pacific Borax Co.....Ivan Reiner has replaced Harvey Marlowe, who resigned, as program manager of WOR-TV. Reiner was recently program manager of WNBT.....Jerry Ross, having completed a 17-month tour of duty with the USAF as a major, returns to ABC as Director of radio & TV publicity for the Western Division on December 1.....James McDonald has joined WSYR-TV, Syracuse, NY, as supervisor of TV program operations...Ruth Jones, formerly with Benton & Bowles, has joined Compton as time buyer, replacing Frances Velthuys, resigned.....Mike Dann has been promoted to Manager of Planning for NBC's radio & TV networks. He replaces Richard Pinkham, who has become executive producer of "Today".

The following table shows the results of the survey conducted in 1985. The data is presented in two columns: 'Total' and 'Percentage'. The total number of respondents is 1,000.

Category	Total	Percentage
Male	550	55%
Female	450	45%
Under 18	150	15%
18-24	200	20%
25-34	250	25%
35-44	200	20%
45-54	150	15%
55-64	100	10%
65 and over	50	5%

The survey results indicate that the majority of respondents are male and in the 25-34 age range. The data shows a clear trend of higher participation from younger adults.

It is important to note that the sample size was sufficient to provide a reliable representation of the population. The margin of error for the survey is estimated to be within 2%.

The findings suggest that there is a significant correlation between age and participation in the survey. Younger respondents are more likely to engage in such activities.

These results are consistent with previous studies on survey participation. The data supports the hypothesis that younger individuals are more active in social and research contexts.

The survey also revealed that gender plays a role in participation. Males are more likely to respond to surveys than females.

In conclusion, the survey provides valuable insights into the demographics and preferences of the study population. The data is clear and well-documented.

The study was conducted using a random sampling method to ensure fairness and accuracy. The results are presented in a clear and concise manner.

For further information, please contact the research team at the following address.

TALENT SHOWSHEET NOVEMBER 24-30, 1952

<u>PROGRAM</u>	<u>NET TIME(EST)</u>	<u>TALENT ROSTER</u>
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Most of the shows on November 21, 22, 23 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, November 28. Script identifications used are: original (O), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY NOVEMBER 21

<u>Mama</u> (Peggy Wood)	CBS 8pm	<u>Mama & Peer Gynt</u> - (O) by Jerome Ross; with regulars & Jock MacGregor, Lauris Lambert; (SD)
<u>Rebound</u>	DuM 8:30	<u>The Good Turn</u> - (O) by Jackson Stanley; with George Macready, Rita Johnson, Hayden Rorke, Jeanne Dean, Charles Watts; Prod & Dir by Bernard Girard (FILM, PREMIERE OF NEW CYCLE IN SERIES)
<u>Gulf Playhouse</u>	NBC 8:30	<u>Whale On The Beach</u> - (O) by Carey Wilber; with Hoagy Carmichael, Parker Fennelly, John Alexander, Doro Merande, Thomas Coley, Raymond Bailey, Ray Van Sickle, Jed Prouty, Carol Wheeler; (SD) by Wes McKee
<u>The Big Story</u> (Robert Sloane)	NBC 9pm	<u>James Kelley, Boston Traveler</u> - (O) by Max Ehrlich; with Wilson Brooks, Richard Hylton, Leora Thatcher, Edgar Stehli, Sam Raskyn, James Bender, Humphrey Davis, Jane Robbin; (SD)
<u>The Aldrich Family</u> (Bobby Ellis)	NBC 9:30	<u>The Brooch</u> - (O) by Edith Sommer & Robert Soderberg; regulars & Millicent Brower, Pidgie Jameson
<u>Tales Of Tomorrow</u>	ABC 9:30	<u>The Quiet Lady</u> - (O) by Phyllis Sterling Smith (<u>The Quaker Lady & The Jelf</u>), (A) by Irwin Lewis & Al Aulicino; with John Conte, Una O'Connor, Gaye Houston, Frank Campanella, Allen Nourse; (SD)
<u>Our Miss Brooks</u> (Eve Arden)	CBS 9:30	regulars & Burt Mustin; (SD & SW) (FILM)
<u>Twenty Questions</u> (Bill Slater)	DuM 10pm	Stuart Erwin & regulars

SATURDAY NOVEMBER 22

<u>It's Worth Knowing</u> (James Macandrew)	WCBS 4:30	Walter Terry (dance critic), George Balanchine (choreog), Melissa Hayden & Nicholas Magallanes (D)
<u>It's News To Me</u> (John Daly)	CBS 6:30	regulars & Margaret Lindsay
<u>Dick Tracy</u> (Ralph Byrd)	WABD 6:30	<u>Dick Tracy And The Mole, Part 4</u> - (O) by Robert Leslie Bellem; with Joe Devlin, Raymond Hatton, Pierre Watkin, Lois Collier, Dick Elliott, William Tracy, John Harmon; Dir by B Reaves Eason (FILM)
<u>Stork Club</u> (Sherman Billingsley)	CBS 7pm	Ilka Chase, Hal Roach, Sr (producer), Jack Haley, John Raitt (S), Randy Hall
<u>Jane Froman's</u> <u>USA Canteen</u>	CBS 9pm	Yehudi Menuhin (M) & Artur Balsam (M); add: George De Witt (C), Mary O'Halloran (WAC Col)

Page 2 of the above on November 21, 1952. It will be noted in last week's report, changes in affiliations are indicated here in the record, this table and under the heading above are grouped together under the heading for Friday, November 22. Grouped identification items are: (A), (B), (C), (D), (E), (F), (G), (H), (I), (J), (K), (L), (M), (N), (O), (P), (Q), (R), (S), (T), (U), (V), (W), (X), (Y), (Z).

FRIDAY NOVEMBER 21

8:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	8:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
8:30 AM	The Good News - (O) by James Ryan; with George Kennedy, Alice Johnson, James Ryan, James Ryan, (SD)	8:30 AM	The Good News - (O) by James Ryan; with George Kennedy, Alice Johnson, James Ryan, James Ryan, (SD)
8:30 AM	Wells of the Holy Spirit - (O) by James Ryan; with George Kennedy, Alice Johnson, James Ryan, James Ryan, (SD)	8:30 AM	Wells of the Holy Spirit - (O) by James Ryan; with George Kennedy, Alice Johnson, James Ryan, James Ryan, (SD)
9:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	9:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
9:30 AM	The Family - (O) by Edith Brown & Robert Brown; with regulars & Book of Hours; Lucia Lambert; (SD)	9:30 AM	The Family - (O) by Edith Brown & Robert Brown; with regulars & Book of Hours; Lucia Lambert; (SD)
9:30 AM	The Family - (O) by Edith Brown & Robert Brown; with regulars & Book of Hours; Lucia Lambert; (SD)	9:30 AM	The Family - (O) by Edith Brown & Robert Brown; with regulars & Book of Hours; Lucia Lambert; (SD)
9:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	9:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
10:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	10:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)

SATURDAY NOVEMBER 22

8:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	8:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
9:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	9:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
9:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	9:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
10:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	10:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
10:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	10:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
11:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	11:00 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
11:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	11:30 AM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)
12:00 PM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)	12:00 PM	Mass & First Communion - (O) by James Ryan; with regulars & Book of Hours; Lucia Lambert; (SD)

Tootsie Hippodrome ABC 12:15 Woodie & Lorraine (roller skating)
(Whitey Carson)

All Aboard CBS 12:15 add: Robert Mariotti on alternate Sundays
(Skeets Minton)

Lamp Unto My Feet CBS 3pm Why? - (O) by Palmer Thompson; with Georgianna Johnson, Ricki Hamilton, Jamie Smith; (SD)
(Lyman Bryson)

Omnibus CBS 4:30 The Twelve Pound Look - (O) by Sir James M Barrie, (A) by William Spier (Prod); with Helen Hayes, Cyril Ritchard, Joan Wetmore, Noel Leslie; Dir by Andrew McCullough; The Stranger Left No Card - (O) by Sidney Carroll; with Alan Badel; Prod by George K Arthur; Dir by Wendy Toye (FILM); Philippe Halsman (photographer), Linda Christian, Eva Gabor; Julio de Diego (artist)

Hallmark Theater NBC 5pm Mrs Thanksgiving - (O) by Robert Mason Pollock; with Madge Evans, Anne Seymour, Joel Ashley, James Kelly, Deirdre Owen, Crahan Denton, Muriel Kirkland, Ed Dorsay, Ellen Barrie; (SD)

Super Circus ABC 5pm Billy Romano (balloons), the Lady Barbara Circus, the 6 Antoinettes (acro), the 2 Valentinos (aerial), the Cathalis Troupe (acro) & regulars
(Claude Kirchner)

Special Film NBC 5:30 At Home With Robert Frost - with Robert Frost (poet), Bela Kornitzer (FILM)

Roy Rogers & Dale Evans NBC 6:30 Go For Your Gun - with regulars & Alfalfa Switzer (FILM)

Opera Cameos WPIX 7:30 Scenes from Manon by Jules Massenet; with Ann Ayars, Giacinto Prandelli, Carlo Tomanelli, George Cehanovsky (S); (SD)

This Is Show Business CBS 7:30 Constance Bennett (guest panelist), Roger Price (C), Johnny Desmond (S), The Szonys (D)
(Clifton Fadiman)

Mr Peepers NBC 7:30 regulars & Peggy Allenby, Charles Mendick, Angela Adamides; (SW & SD)
(Wally Cox)

Colgate Comedy Hour NBC 8pm Peggy Lee (S), Nelle Fisher & Jerry Ross (D), Schaller Bros (D) (FROM HOLLYWOOD)
(Abbott & Costello)

Toast Of The Town CBS 8pm Christopher Lynch (S), Les Paul & Mary Ford (M & S), Clifford Guest (ventriloquist); kill: Connie Russell & The Boys; add: Paul Lynd (C), The Dagenhan Girls (M), Scene from My Darlin' Aida with Stanley Carlson, Howard Jarrett, William Wilderman & chorus
(Ed Sullivan)

Goodyear TV Playhouse NBC 9pm The Old Beginning - (O) by Horton Foote; with Carmen Mathews, James Westerfield, James Broderick, Jane Rose, Frances Helm, Judson Pratt, Robert Donley, Ernest Borgnine, Joseph Boland, Linn McCarthy; (SD) by Vincent Donehue

Rocky King DuM 9pm Recoil - (O) by Edmund Morris; with regulars & Eugene Darcy, Basil Howes, Lynn Allen, Geraldine Hanning; (SD)

The Plainclothes Man DuM 9:30 The Fatal Conspiracy - (O) by R P Hannock; with regulars & Connie Davis, Floyd Buckley, Truman Smith, Sam Gordon; (SD)
(Ken Lynch)

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SUNDAY NOVEMBER 23 (Cont'd)

The Doctor NBC 10pm No Story Assignment - (O) by Adrian Spies; with
(Warner Anderson) Wesley Addy, Joan Lorring, John Alexander, Ed-
gar Stehli, Carl Frank, Emily Lawrence, Alan Devitt; Dir by
Robert Aldrich (FILM)

Arthur Murray Party DuM 10pm Bil & Cora Baird's Puppets, Rolly Rolls (M & C)
(Kathryn Murray) Peter Birch (D), Sunny Gale (S)

Anywhere, USA ABC 10:30 Both Ends Of Locust Street - with Eddie Dowl-
ing, Perry Wilson, Henry Beckman, Calvin Thom-
as, Harold McGee, Nancy Jane Snapier, Leora Thatcher (FILM)

MONDAY NOVEMBER 24

Hollywood Screen Test ABC 7:30 Dedication - with Sidney Blackmer, Anne Dia-
(Neil Hamilton) mond, Ivan Cury; (SW & SD)

Lux Video Theater CBS 8pm The Hill - (O) by Rod Serling; with Mercedes
McCambridge, John Shellie, Herbert Rudley,
Gage Clarke, Harry Townes, Victor Thorley, Will Hare; (SD)
by Fielder Cook

Paul Winchell NBC 8pm regulars & Walter Slezak, Jack Klugman, Jay
& Jerry Mahoney Lloyd, Grehan Pearce; (SW & SD)

Voice Of Firestone NBC 8:30 Barbara Gibson (soprano)
(Howard Barlow)

Talent Scouts CBS 8:30 Garry Moore substitutes for Godfrey this date
(Arthur Godfrey) only

Guide Right DuM 9pm Duke Ellington (M), Art Lund (S), Trudy
(Don Russell) Richards (S)

H'wood Opening Night NBC 9pm The Singing Years - (O) by Irving Phillips &
(Jimmie Fidler) Ed Verdier; with Dorothy Lamour; (SD)

Robert Montgomery NBC 9:30 The Valari Special - (O) by Thomas W Phipps;
with Ezio Pinza, Bruno Wick, Lee Tokatyan, Vic-
tor Varconi, Louis Sorin, Ester & Silvio Minciotti; (SD) by
by Herbert Bayard Swope, Jr

Studio One CBS 10pm The Formula - (O) by Gordon Sager, (A) by Re-
ginald Rose; with Patricia Wheel, Frances Starr,
Gene Lyons, Barry Thompson, Erik Rhodes, Charles Andre, Val
Dufour, William Erwin, Robert Wallsten, Frank Borgman,
Charles Massinger, Michael Enserro, Dee Darnay, James Raffer-
ty, Leonardo Cimino, Joseph Kallini, Al Silvani, Wyley Birch,
Jon Marvin, John Conrad, Wyley Hancock, Naomi Raphaelson,
Ruth Thomas, Ruth Maynard, Ed Horner, Bradford Hoyt, Allan
Lindstrom, James Goodwin; (SD) by Franklin Schaffner

Who Said That? NBC 10:30 June Lockhart, Bob Considine (commentator),
(Walter Kiernan) Morey Amsterdam (C), Bill Henry (commentator)
(NET EXCEPT WNBT)

Dangerous Assignment WNBT 10:30 The Art Treasure Story - (O) by Altie Ward, Jr
(Brian Donlevy) & John Courcier; with Norma Brown, Ted Hecht,
Joseph Mell, Nestor Paiva, John Parrish, Adele Jergens,
George Wallace; (SD) (FILM)

The Doctor
(Portrait)

Alfred Hitchcock
(Portrait)

Assassin

John Ford
(Portrait)

For the People

John Ford
(Portrait)

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TUESDAY NOVEMBER 25
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<u>Texaco Star Theater</u> (Milton Berle)	NBC 8pm	Eva Gabor, Frank Sinatra (S)
<u>Crime Syndicated</u>	CBS 9pm	<u>The Tourist</u> - (O) by Elliot West; with Rudolph Halley (narrator); Lewis Charles, Gerald Mohr, Bethel Leslie, Carl Frank, Dennis Bohn, Vic Rendina, Al Monacco, Joseph Verdi, Roseanna San Marco; (SD)
<u>Fireside Theater</u>	NBC 9pm	<u>That's How It Is</u> - (O) by Louis Paul; with Hannelore Axmann, Ed Tierney, Gabriel Curtis, Celia Lovsky, Barry Gertz, Jack Mylong, Bob Foulk, Kay Riehl, Betty Ball, Virginia Carroll; (SD) (FILM)
<u>Armstrong O Theater</u>	NBC 9:30	<u>The Fable Of Honest Harry</u> - (O) by Frank P De Felitta; with Robert Armstrong, Richard Bishop, Aileen Poe, Nancy Devlin, Richard Grayson, Lester Lonergan; (SD)
<u>Suspense</u>	CBS 9:30	<u>The Whispering Killer</u> - (O) by Lois Jacoby; with George Mathews, Leonard Barry, Richard Webb, Bert Conway, Nita Talbot, Robert Lieb, James Bender, Gene D'Arcy, Herbert Patterson; (SD)
<u>Danger</u>	CBS 10pm	<u>Boomerang</u> - (O) by Leo Davis; with Murray Matheson, Leslie Nielson, Dorothy Long, Penny Santon, Albert Penn; (SD)
<u>Your Jeweler's Showcase</u>	CBS 10:30	<u>A Study In Charcoal</u> - with Ellen Corby, James Griffith, Robert Foulk, Emory Parnell (FILM)

WEDNESDAY NOVEMBER 26
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<u>Arthur Godfrey & Frnds</u>	CBS 8pm	Victor Borge (M & C) substitutes for Godfrey this date only
<u>Cavalcade Of America</u>	NBC 8:30	<u>What Hath God Wrought</u> - (O) by Richard Blake; with Eduard Franz, Tom Browne Henry, Steven Clarke, Earl Lee, Edward Earle, Ilse Mader, Don Gibson, Frank Wilcox; (SD) (FILM)
<u>Kraft TV Theater</u>	NBC 9pm	<u>Mr Lazarus</u> - (O) by Harvey O'Higgins & Harriet Ford; with E G Marshall, Dortha Duckworth, Don Murray, Joan Gray, Berry Kroeger; (SD)
<u>Man Against Crime</u> (Ralph Bellamy)	CBS 9:30	<u>Fuller's Folly</u> - (O) by Max Ehrlich; with Diana Herbert, Jim Boles, Frederic Tozere, Muriel Kirkland; (SD) (FILM)
<u>Ellery Queen</u> (Lee Bowman & Florenz Ames)	ABC 9pm	<u>Double Exposure</u> - (O) by Henry Misrock; with Frances Reid, William Kemp, Mary Beth Hughes, Allan Stevenson, Carol Harren; (SD) (LAST SHOW IN SERIES)

THURSDAY NOVEMBER 27
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<u>Special Program</u> (Frank Knight)	CBS 5pm	<u>Longines-Wittnauer Thanksgiving Festival Hour Of Music</u> - with Hubie Hendrie (S), Bernard Leighton (M), Corps de Ballet directed by John Butler, orch conducted by Eugene Lowell (See Page 1)
<u>T Men In Action</u> (Walter Greaza)	NBC 8:30	<u>The Case Of The Artless Dodge</u> - (O) by Robert Sleane; with James Gregory, Bibi Osterwald, Griff Evans, John McGovern, Vinton Hayworth; (SD)

ROSS REPORTS

12:30 pm	Live Report, Frank Sinatra (S)	12:30 pm	Frank Sinatra
1:30 pm	The Forties - (S) by Elliot West, with Edwidge Fenton (Narrator); Leslie Charles, Gerald Holt, Evelyn Lewis, Carl Frank, Dennis Ross, Vic Rautava, Al No- name, Joseph Verdi, Roseanna San Marco; (S)	1:30 pm	The Forties
2:30 pm	That's How It Is - (S) by Louis Paul; with Hannalore Axmann, Ed Tierney, Gabriel Garcia, Gail Lovsky, Larry Gertz, Jack Hyland, Bob Lewis, Ray Rife, Betty Ball, Virginia Carroll; (S) (FILM)	2:30 pm	That's How It Is
3:30 pm	The People Of Honest Harry - (S) by Frank P. De- Felitta; with Robert Armstrong, Robert Blake, Allen Poe, Nancy Davis, Richard Grayson, Lester Iversen; (S)	3:30 pm	The People Of Honest Harry
4:30 pm	The Watergate Miller - (S) by John Jacoby; with George Mathews, Leonard Barry, Richard Webb, Bert Conway, Rita Talbot, Robert Lieb, James Tander, Gene Dancy, Herbert Patterson; (S)	4:30 pm	The Watergate Miller
5:30 pm	Homeland - (S) by Leo Davis, with Murray Math- eson, Leslie Nielsen, Dorothy Long, Henry San- tan, Albert Penn; (S)	5:30 pm	Homeland
6:30 pm	A Study In Obsession - with Ellen Corby, James Griffith, Robert Foulk, Emory Parnell (FILM)	6:30 pm	A Study In Obsession

WEDNESDAY NOVEMBER 22

8:30 pm	Victor Borge (M & C) substitutes for Betty this date only	8:30 pm	Victor Borge
9:30 pm	What Hath God Wrought - (S) by Robert Blake; with Edward Froke, Tom Brown, Henry, Steven Clarke, Karl Lee, Edward Lewis, Lisa Moser, Don Oliver, Frank Wilcox; (S) (FILM)	9:30 pm	What Hath God Wrought
10:30 pm	Mr. Lazare - (S) by Harvey O'Higgins & Robert Ford; with E. G. Marshall, Dorena Wright, Tom Murray, Joan Gray, Jerry Kroeger; (S)	10:30 pm	Mr. Lazare
11:30 pm	Fuller's Field - (S) by Max Ehrlich, with Gene Herbert, Jim Nolan, Frederic Toxer, Linda Kirkland; (S) (FILM)	11:30 pm	Fuller's Field
12:30 am	Double Exposure - (S) by Henry Mirock; with Frances Reid, William King, Mary Ann Hughes, Allen Stevenson, Carol Lyness; (S) (LAST SHOW IN SERIES)	12:30 am	Double Exposure

THURSDAY NOVEMBER 24

8:30 pm	London-Winter Thawing Festival Four Of Kings - with Julie Andrews (S), Barbara Leighon (M), Corps de Ballet directed by John Falson, with conducted by Eugene Powell (see page 1)	8:30 pm	London-Winter Thawing Festival Four Of Kings
9:30 pm	The Case Of The Purple Dove - (S) by Robert Sims; with James Gregory, Jim Owens, Gail Evans, John McGovern, Vinton Haworth; (S)	9:30 pm	The Case Of The Purple Dove

THURSDAY NOVEMBER 27 (Cont'd)

Big Town
(Pat McVey & Jane Nigh) CBS 9:30 Cinder Dick - (O) by Bertram Millhauser; with Michael Miller, Crane Whitley, Ed Dearing, Monica Keating, Jimmie Dodd, Gene Collins, Bill Kimbley, Jack Hagen; Dir by E A DuPont (FILM, REPEAT OF 5/22/52)

Ford Theater NBC 9:30 Divided Heart - (O) by Frederick Hazlitt Brennan, (A) by Elizabeth Rinehart; with Stephen McNally, Barbara Hale, Darryl Hickman, Raymond Greenleaf, Katherine Warren, Hugh Sanders, Grandon Rhodes, John Tarangelo; Dir by Fletcher Markle (FILM)

Racket Squad
(Reed Hadley) CBS 10pm Darling, You Should Write - (O) by Jackson Gillis; with Jack Reynolds, Pat Flaherty, Frances Bavier, Elmira Sessions, Charlie Williams, Terry Frost, Bob Allen; (SD) (FILM)

Martin Kane
(Lee Tracy) NBC 10pm Harold Stone, Henry Lascoe, Dennis Harrison, Marjorie Steel, Humphrey Davis, Leonard Bell

I've Got A Secret
(Garry Moore) CBS 10:30 Ed Sullivan, guest; panel: Henry Morgan, Bill Cullen, Jayne Meadows, Kitty Carlisle

Foreign Intrigue
(Jerome Thor) NBC 10:30 F I In Paris - with Rennee Barell, Georges Hubert, Marcel Journet, Gilles Quent; (SW & SD) (FILM)

FRIDAY NOVEMBER 28

The Big Story
(Robert Sloane) NBC 9pm Clark Lobb, Salt Lake City Tribune-Telegram - (O) by Max Ehrlich; with James Daly, Larry Haines, John Farrell, Raymond Van Sickle, James Coots, Billy M Greene, Frank Campanella, Ben Lackland; (SD)

Tales Of Tomorrow ABC 9:30 The Invigorating Air - (O) by Frank De Felitta; with Joseph Buloff, Jane Seymour, Maurice Burke, Martin Brandt, Harry Pederson; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 21 THROUGH FRIDAY NOVEMBER 28

Arthur Godfrey Time CBS M-W 10:15-11am, Tu-Th 10:15-11am; Robert Q Lewis substitutes for Godfrey this week only

One Woman's Experience WABD 11:30 Crazy In Love - (O) by Linda Rainey; with Ann Thomas; (SD)

One Man's Experience WABD 11:45 The Man Who Went Away - by & with Ray Mulderick

Ted Steele WPIX 2:30 M through F - Sonny Calello, Carol Daniels, Frank Bouley, Dottie Reid (all S)

Art Linkletter's House Party CBS 2:45 M - Robert Stack; Tu - Richard Denning; W - Marsha Hunt; F - Bobby Driscoll (FROM H'WOOD)

Kate Smith NBC 4pm M - Chandra Kali Dancers, Evalyn Tyner (M); Tu - Bud & Cece Robinson (D), Aline Dalton (storyteller); W - The Kateds (D), Stan Fisher (M); Th - Sid Kroft (puppeteer), Andre Eglevsky & Melissa Hayden (D), Smith & Dale (C); F - Pierre d'Angelo & Anna (D)

Captain Video
(Al Hodge) DuM 7pm M through F - (O) by Jack Vance; with regulars & Rusty Lane, James Westerfield, Bill McCutcheon; (SD)

Case No.	Subject	Date	Location
100-1-1000	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/15/50	New York
100-1-1001	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/16/50	New York
100-1-1002	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/17/50	New York
100-1-1003	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/18/50	New York
100-1-1004	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/19/50	New York
100-1-1005	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/20/50	New York
100-1-1006	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/21/50	New York
100-1-1007	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/22/50	New York
100-1-1008	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/23/50	New York
100-1-1009	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/24/50	New York
100-1-1010	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/25/50	New York
100-1-1011	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/26/50	New York
100-1-1012	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/27/50	New York
100-1-1013	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/28/50	New York
100-1-1014	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/29/50	New York
100-1-1015	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	10/30/50	New York
100-1-1016	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	10/31/50	New York
100-1-1017	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	11/1/50	New York
100-1-1018	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	11/2/50	New York
100-1-1019	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	11/3/50	New York
100-1-1020	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	11/4/50	New York
100-1-1021	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	11/5/50	New York
100-1-1022	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	11/6/50	New York
100-1-1023	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	11/7/50	New York
100-1-1024	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	11/8/50	New York
100-1-1025	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	11/9/50	New York
100-1-1026	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	11/10/50	New York
100-1-1027	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	11/11/50	New York
100-1-1028	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	11/12/50	New York
100-1-1029	Jane Doe - (C) by Robert Smith; with John Doe, Jane Doe, etc.	11/13/50	New York
100-1-1030	John Doe - (C) by James Williams; with Robert Smith, John Doe, Jane Doe, etc.	11/14/50	New York

MULTIPLE AND ACROSS-BOARD SHOWS FRIDAY NOVEMBER 21 THROUGH FRIDAY NOVEMBER 28 (Cont'd)

Short, Short Drama
(Ruth Woods) NBC 7:15 Tu - A Portrait Of General Garrity - (O) by Peter Barry; with E G Marshall, Larry Newton, Cliff Robertson, Helen Warnow; Dir by Charles E Skinner; Th - The Unknown Factor - (O) by Robert Meade & Sheldon Osborn; with Eileen Heckart, Richard Kiley; Dir by Will Jason (FILM)

Broadway TV Theater WOR 7:30 M through F - Outward Bound - (O) by Sutton Vane; with Estelle Winwood, Ernest Truex, Fred-eric Tozere, John Dall, Jean Adair, Wright King, Pat Breslin, Ernest Graves, Walter Armitage; Staged by Gerald Savory

Perry Como CBS 7:45 W - Eileen Barton (S)

SATURDAY NOVEMBER 29

Sealtest Big Top
(Jack Sterling) CBS 12N The DeRizkies (acro), Zavatta's Canines, Elimar (juggler), The Antonettes (aerial perch)& regs

All Star Revue
(George Jessel) NBC 8pm Denise Darcel, Ben Blue (C), Rocky Marciano (boxer), Fisher & Ross (D), Barry O'Hara (S) (FROM HOLLYWOOD)

Jackie Gleason CBS 9pm Harry Richman (S), Woody Herman (M) & regulars

Battle Of The Ages
(Morey Amsterdam) CBS 10:30 Caroline Stern (S & D), Andy Mayo & Pansy The Horse (C), The Three Buddies (D), Buddy Rogers

SUNDAY NOVEMBER 30

Tootsie Hippodrome
(Whitey Carson) ABC 12:15 Ruton's Dogs

Omnibus
(Alistair Cooke) CBS 4:30pm The Christmas Tie - (O) by William Saroyan; with Helen Hayes, Burgess Meredith, Anthony Ross; Mr Lincoln, Part II - (O) by James Agee; with Royal Dano, Marian Seldes (FILM); Dance Madness - French ballet Prod & Dir by Jean Benoit-Levy (FILM)

Meet The Masters NBC 5:30 Jascha Heifetz, Artur Rubinstein, Gregor Pia-tigorsky as trio (FILM)

Roy Rogers
& Dale Evans NBC 6:30 regulars & Frances Conley, Hal Price, Zon Mur-ray, Red Morgan, Lane Bradford, Jim Diehl, Harry Harvey (FILM)

Philco TV Playhouse NBC 9pm The Gift - (O) by H R Hays; with Johnny John-ston, Pat O'Malley, Penny Hays, Glenn Anders, Georgianna Johnson, Henry Jones, David Winters, Cliff Hall; (SD) by Gordon Duff

The Plainclothes Man
(Ken Lynch) DuM 9:30 Code - with Joyce Randolph, Ray Fleer, Isabel Compo, Ralph Stantley, Thomas Nello; (SW & SD)

The Doctor
(Warner Anderson) NBC 10pm The Trusting Heart - (O) by Gene Levitt; with John Baragrey, Polly Rowles, Jane Seymour, Frank Conroy, Carol Veazie, Eda Heinemann; Dir by Peter Godfrey (FILM)

Arthur Murray Party
(Kathryn Murray) DuM 10pm The Szonys (D), Joey Bishop (C), Kenny Delmar (C), Jack Norton (C)

<p>1911 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1911)</p>	<p>1911</p>	<p>1911</p>
<p>1912 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1912)</p>	<p>1912</p>	<p>1912</p>
<p>1913 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1913)</p>	<p>1913</p>	<p>1913</p>
<p>1914 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1914)</p>	<p>1914</p>	<p>1914</p>
<p>1915 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1915)</p>	<p>1915</p>	<p>1915</p>
<p>1916 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1916)</p>	<p>1916</p>	<p>1916</p>
<p>1917 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1917)</p>	<p>1917</p>	<p>1917</p>
<p>1918 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1918)</p>	<p>1918</p>	<p>1918</p>
<p>1919 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1919)</p>	<p>1919</p>	<p>1919</p>
<p>1920 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1920)</p>	<p>1920</p>	<p>1920</p>
<p>1921 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1921)</p>	<p>1921</p>	<p>1921</p>
<p>1922 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1922)</p>	<p>1922</p>	<p>1922</p>
<p>1923 The University of Chicago Library 527 East 57th Street, Chicago, Ill. (1923)</p>	<p>1923</p>	<p>1923</p>

TALENT AVAILABILITIES

NEW YORK

VALERIE BETTIS - returned from coast -
AGT: Gloria Safier, MU
8-3950

MELVYN DOUGLAS - Opens in Time Out For
Ginger at the Lyceum on
Wed - PRESS: George Ross,
BR 9-5906

BOB GENTRY - comedian featured on Al
Pearce show - AGT: Miles In-
galls, JU 6-3000

EILEEN HERLIE - British stage & screen
star (Hamlet's mother) -
Contact through Robert
Whitehead office, PL 7-
7327

IRENE HILDA - French singing star - AGT:
Miles Ingalls

PAT HITCHCOCK - ingenue & daughter of film
director - AGT: Marjorie
Morrow, CH 4-0644

JANE HOBSON - mezzo-soprano, recent Town
Hall recitalist - MGT: Col-
umbia Artists, CI 7-6900

JOSEPHINE HULL - opening in Whistler's
Grandmother at the Presi-
dent Theater, Dec 8 -
AGT: Martin Goodman, JU
6-1180

PAUL McGRATH - AGT: Olga Lee, JU 6-4180

GERALD METCALFE - closed Sat in Climate
of Eden - AGT: Marjorie
Morrow

MRS AMERICA - Mrs Evelyn Joyce Schenk -
AGT: Bert Nevins, WI 7-9715

DON MURPHY - featured in Time Of The
Cuckoo - PRESS: Barry Hyams,
PL 7-7238

MARGARET O'BRIEN - currently rehearsing
in The Intruder - PRESS:
Dick Williams, JU 6-
1850

GERALDINE PAGE - Summer And Smoke discov-
ery, available Mondays -
AGT: Olga Lee

ROBERT PRESTON - co-starring in The Male
Animal - PRESS: Sol
Jacobson, CH 4-1482

LIZABETH SCOTT - now in town - PRESS: Burt
Champion, BR 9-8700

ROSS REPORTS

DETROIT

KENT SMITH) - currently appearing in
Call Me Madame - CON-
ELAINE STRITCH) TACT - Mgr, Shubert
Theater

JOHN EMERY) - now playing opposite
Katharine Cornell in
ROBERT FLEMYNG) The Constant Wife -
CONTACT - Mgr, Case
Theater

ST LOUIS

DANE CLARK) - co-starring in The
Country Girl, Nov 24-29 -
NANCY KELLY) CONTACT - Mgr, American
ROBERT YOUNG) Theater

BOSTON

CHARLES BOYER) - appearing as the
CEDRIC HARDWICKE) First Drama Quartet
in Don Juan In Hell,
AGNES MOOREHEAD) Nov 24-29 - CONTACT -
Mgr, RKO Boston
VINCENT PRICE) Theater

DON HANMER) - now featured in Brattle
Theater production of
LEON JANNEY) The Temptation Of Maggy
Haggerty in Cambridge -
PHYLLIS LOVE) CONTACT - Mgr, Brattle
EVELYN VARDEN) Theater

WASHINGTON

DORIS DALTON) - playing leads in The
Shrike - CONTACT - Mgr -
VAN HEFLIN) National Theatre, Nov 17-
29

BURL IVES - currently starring in Paint
Your Wagon, Nov 24-29 - CON-
TACT - Mgr, Shubert Theater

EARL WRIGHTON - opening at the Capitol
Theater on Thanksgiving
Day - CONTACT - Mgr,
Capitol Theater or AGT -
Jack Bertell, PL 9-5260
(N Y)

PHILADELPHIA

ARTHUR KENNEDY - now in See The Jaguar
CONTACT - Mgr, Forrest
Theater (Nov 17-29)

<p>ALVIN KATZ - featured in film ACT: Alvin Katz, in 1937</p>	<p>ALVIN KATZ</p>	<p>ALVIN KATZ - featured in film ACT: Alvin Katz, in 1937</p>	<p>ALVIN KATZ</p>
<p>MILTON ROSEN - opera in film ACT: Milton Rosen, in 1937</p>	<p>MILTON ROSEN</p>	<p>MILTON ROSEN - opera in film ACT: Milton Rosen, in 1937</p>	<p>MILTON ROSEN</p>
<p>BOB GIBBY - comedian featured on ACT: Bob Gibby, in 1937</p>	<p>BOB GIBBY</p>	<p>BOB GIBBY - comedian featured on ACT: Bob Gibby, in 1937</p>	<p>BOB GIBBY</p>
<p>ELLEN WESTON - British stage & screen ACT: Ellen Weston, in 1937</p>	<p>ELLEN WESTON</p>	<p>ELLEN WESTON - British stage & screen ACT: Ellen Weston, in 1937</p>	<p>ELLEN WESTON</p>
<p>IRVING HILL - French singing star ACT: Irving Hill, in 1937</p>	<p>IRVING HILL</p>	<p>IRVING HILL - French singing star ACT: Irving Hill, in 1937</p>	<p>IRVING HILL</p>
<p>THE WINDSOR - Japanese & American of film ACT: The Windsor, in 1937</p>	<p>THE WINDSOR</p>	<p>THE WINDSOR - Japanese & American of film ACT: The Windsor, in 1937</p>	<p>THE WINDSOR</p>
<p>JACK HOBSON - news-features, recent film ACT: Jack Hobson, in 1937</p>	<p>JACK HOBSON</p>	<p>JACK HOBSON - news-features, recent film ACT: Jack Hobson, in 1937</p>	<p>JACK HOBSON</p>
<p>ROBERT HILL - opening in film ACT: Robert Hill, in 1937</p>	<p>ROBERT HILL</p>	<p>ROBERT HILL - opening in film ACT: Robert Hill, in 1937</p>	<p>ROBERT HILL</p>
<p>IRVING MCGEE - ACT: Irving McGee, in 1937</p>	<p>IRVING MCGEE</p>	<p>IRVING MCGEE - ACT: Irving McGee, in 1937</p>	<p>IRVING MCGEE</p>
<p>GEORGE HENRI - along set in film ACT: George Henri, in 1937</p>	<p>GEORGE HENRI</p>	<p>GEORGE HENRI - along set in film ACT: George Henri, in 1937</p>	<p>GEORGE HENRI</p>
<p>MRS. AMERICA - Mrs. Evelyn Joyce Adams ACT: Mrs. Evelyn Joyce Adams, in 1937</p>	<p>MRS. AMERICA</p>	<p>MRS. AMERICA - Mrs. Evelyn Joyce Adams ACT: Mrs. Evelyn Joyce Adams, in 1937</p>	<p>MRS. AMERICA</p>
<p>DON HOPKIN - featured in film of the ACT: Don Hopkin, in 1937</p>	<p>DON HOPKIN</p>	<p>DON HOPKIN - featured in film of the ACT: Don Hopkin, in 1937</p>	<p>DON HOPKIN</p>
<p>MARGARET CHIEF - currently releasing ACT: Margaret Chief, in 1937</p>	<p>MARGARET CHIEF</p>	<p>MARGARET CHIEF - currently releasing ACT: Margaret Chief, in 1937</p>	<p>MARGARET CHIEF</p>
<p>GRADUATE MAN - Grant and John Grant ACT: Grant and John Grant, in 1937</p>	<p>GRADUATE MAN</p>	<p>GRADUATE MAN - Grant and John Grant ACT: Grant and John Grant, in 1937</p>	<p>GRADUATE MAN</p>
<p>BOBET BERTON - co-starring in film ACT: Bobet Berton, in 1937</p>	<p>BOBET BERTON</p>	<p>BOBET BERTON - co-starring in film ACT: Bobet Berton, in 1937</p>	<p>BOBET BERTON</p>
<p>LEONARD BROT - set in film ACT: Leonard Brot, in 1937</p>	<p>LEONARD BROT</p>	<p>LEONARD BROT - set in film ACT: Leonard Brot, in 1937</p>	<p>LEONARD BROT</p>

NETWORK AND LOCAL TV PROGRAMMING ANALYSES

(Based on material from main network offices and stations throughout the country)

Scheduled program transmission for the week of: November 23-29		Total Hours Network Service			
		ABC	CBS	DuM	NBC
Time on-) 12 noon)	Live Film	1 3/4	12 1/2	1 --	17 1/2 2 1/2
12 noon-) 6:00 pm)	Live Film	1 3/4 1/4	26 --	13 1/2 --	12 2 1/4
6:00 pm-) time off)	Live Film	12 3/4 6 1/2	20 1/2 5 1/2	18 1/4 1 1/4	19 1/4 6
TOTALS	Live Film	15 1/2 7 1/2	58 1/2 6	32 3/4 1 1/4	48 3/4 10 3/4

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Network programs include syndicated kinescopes and filmed shows seen in local time slots on same or different dates through the network. Film shows in this category are programs produced or adapted especially for TV, plus documentaries and other special films.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS

Week of November 23-29

CITY	STATION	Total Hours Transmission	% Network Service	Live Hours Local Only	Movie* Features
New York City	WJZ (A)	90 1/4	22%	31 3/4	36 1/2
New York City	WCBS (C)	107 3/4	59%	12 3/4	24 1/4
New York City	WABD (D)	92	33%	21 1/4	18 1/4
New York City	WNBT (N)	119 1/4	36%	27 3/4	15 3/4
New York City	WPIX (I)	74 1/4	--	22 1/4	38 1/4
Charlotte, N C	WBTB (All)	96 1/2	68%	11	none
San Francisco	WPIX (C,D)	100 3/4	54%	16	12 3/4

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Co; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

While every effort has been made to insure the accuracy of these compilations, they are presented as approximations and should only be used as such.

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